



# 2024 STATE CONVENTION

Statehouse Convention Center  
April 25-26, 2024 | Little Rock, Ark.



## ABOUT US

Founded in 1929, the Arkansas Scholastic Press Association (ASPA) is comprised of more than 400 student media programs throughout the state. The primary aim of our organization is to educate, train, promote and support scholastic journalists and their advisers.

ASPA believes that the responsible exercise of freedom of expression involves adherence to the highest standards of journalism. Students and advisers have an obligation to learn and practice the legal and ethical responsibilities expected of journalists.

## STATE CONVENTION

Every year, between 600 to 800 student journalists and their advisers from all across Arkansas attend the ASPA State Convention for the opportunity to learn from industry professionals and improve their skills, as well as their school's broadcast, film and video, newspaper, magazine or yearbook programs. We offer more than 25 sessions and 56 competitions over two days, so there is something for everyone.

## AFFILIATE MEMBERSHIP

ASPA Affiliate Membership is a new way to show your support for ASPA and student journalism all year. The cost for a one year membership is \$100, and affiliate members receive information about convention sponsorships in advance.

Additional affiliate membership benefits include:

- Access to Member's Only emails.
- Use of the official ASPA Supporter logo.
- Recognition as a supporter of ASPA and student journalists on the ASPA website.

## BECOME A SPONSOR

Being a sponsor of ASPA shows your support and commitment to scholastic journalism in the state of Arkansas. With over 800 middle, junior high, and high school students and advisers in attendance, our spring state convention is a unique opportunity to speak one-on-one and share your message with a large and diverse audience. The following page lists our sponsorship opportunities.



PO BOX 1380  
FORREST CITY, AR 72336



Phone : 870-295-9002

Email : [media@arkansascholasticpressassociation.org](mailto:media@arkansascholasticpressassociation.org)

# OUR SPONSORSHIP PACKAGES

**PLATINUM**  
**\$30,000**



Recognition as a Presenting Partner for the convention and website.  
Logo featured on all digital and print convention materials.  
Two tables at the Walsworth Banquet for 20 guests on April 25.  
Opportunity for staff to present two sessions or workshops.  
One full-two-page-spread ad in the center of the convention program.  
Prime 30x30 booth during the Vendor Fair on April 25-26.

**GOLD**  
**\$10,000**



Logo featured on all digital and print convention materials.  
One table at the Walsworth Banquet for 10 guests on April 25.  
Recognition as a our gold sponsor on event signage and website.  
Opportunity for staff to present one session or workshop.  
Full-page ad in the convention program.  
One 10x10 booth during the Vendor Fair on April 25-26.

**SILVER**  
**\$7,500**



Logo featured on all printed convention materials.  
Recognition as a our silver sponsor on event signage.  
Opportunity for staff to present sessions and workshops.  
Logo featured on the official event website.  
Half-page ad in the convention program.  
One 10x10 booth during the Vendor Fair on April 25-26.

**BRONZE**  
**\$5,000**



Logo featured on all print convention materials.  
Recognition as a our bronze sponsor on event signage.  
Logo featured on the official event website.  
One quarter-page ad in the convention program.  
One 10x10 booth during the Vendor Fair on April 25-26.

**Gift receipt:** Under IRS Guidelines, the price will be based on the total sponsorship package amount in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

To book your sponsorship package, please fill the form and send it to: [media@arkansasscholasticpressassociation.org](mailto:media@arkansasscholasticpressassociation.org) before **April 12, 2024**. For more information about the sponsorship, please visit [www.arkansasscholasticpressassociation.org](http://www.arkansasscholasticpressassociation.org). Thank you in advance for your support!



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# MORE SPONSORSHIP LEVELS

LEVEL 1

\$4,000



Logo featured in all digital and print convention materials.  
Four meal tickets for the Walsworth Banquet on April 25.  
One sponsored speaker session or workshop.  
Name featured in convention program.  
One full-page ad in the convention program.  
One 10x10 exhibit booth during the Vendor Fair on April 25-26.

LEVEL 2

\$1,500



Logo featured in digital convention program.  
Two meal tickets for the Walsworth Banquet on April 25.  
Convention bag with promotional items.  
Name featured in convention program.  
One half-page ad in the convention program.  
Two 6-foot exhibit tables during the Vendor Fair on April 25-26.

LEVEL 3

\$600



Convention bag with promotional items.  
Name featured in convention program.  
One quarter-page ad in the convention program.  
One 6-foot exhibit table during the Vendor Fair on April 25-26.

LEVEL 4

\$300



Convention bag with promotional items.  
Name featured in the convention program.  
One 6-foot exhibit table during the Vendor Fair on April 25-26.

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# OTHER SPONSOR OPPORTUNITIES

## AWARDS

\$8,000\*



Recognition as an awards sponsor at the ceremony and ASPA website. Sponsors certificate printing with recognition in convention program. Half-page color ad in the convention program. Must be provided by you. One 10x10 booth during the Vendor Fair on April 25-26. Sponsor any or all of the awards listed below. Sponsorships are awarded on a first come, first served basis.

## GIVEAWAYS

\$2,500



Get your company's logo in more places. We must receive the logo and ad creatives no later than **April 12, 2024**. Promotional items in adviser bags are provided by you and delivered to the ASPA office no later than **March 31, 2024**. Ad on convention website and program. **Lanyard logo sponsorship will be awarded on a first come, first serve basis.**

- Logo on lanyards \$1,500
- Promotional item in adviser bag \$300

## ADVERTISING

\$300-500



Advertisements are in color and appear in the digital and print program that goes out to all attendees. We must receive advertising artwork (with 0.125" bleeds) no later than **April 12, 2024**.

- Full page (8.5" x 11") \$500
- Half page (8.5" x 5.5") \$300

One 10x10 booth during the Vendor Fair on April 25-26.

## VENDORS

\$300



Logo featured on the official event website.

One quarter-page color ad in the convention program. Must be provided by you.

One 10x10 booth during the Vendor Fair on April 25-26.

\*Award sponsorships include recognition on the website, in the program and before the award is announced. Each Of-the-Year category, excluding Adviser Of-the-Year, will have up to three recipients dividing the award prize equally within each category. These sponsorships are awarded on a first come, first serve basis.

### Awards:

- Adviser of the Year \$600
- Broadcast Journalist of the Year \$300
- Broadcast On-Air Talent of the Year \$300
- Broadcast Producer of the Year \$300
- Broadcast Video Editor of the Year \$300
- Broadcast Sports Journalist of the Year \$300
- Business Manager of the Year \$300
- Film Cinematographer of the Year \$300
- Film Director of the Year \$300
- Film Editor of the Year \$300
- Filmmaker of the Year \$300
- Film Producer of the Year \$300
- Film Script Writer of the Year \$300
- Magazine Designer of the Year \$300
- Magazine Editor of the Year \$300
- Magazine Writer of the Year \$300
- Newspaper Designer of the Year \$300
- Newspaper Editor of the Year \$300
- Newspaper Writer of the Year \$300
- Photojournalist of the Year \$300
- Yearbook Designer of the Year \$300
- Yearbook Editor of the Year \$300
- Yearbook Writer of the Year \$300

To book your sponsorship package, please complete the form and send it to: [media@arkansasscholasticpressassociation.org](mailto:media@arkansasscholasticpressassociation.org) before **April 12, 2024**. For more information about the sponsorship, please visit [www.arkansasscholasticpressassociation.org](http://www.arkansasscholasticpressassociation.org). Thank you in advance for your support!



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# SPONSORSHIP AGREEMENT

Please complete the form and return to the Arkansas Scholastic Press Association at the email address provided. For any questions regarding the Arkansas Scholastic Press Association (ASPA) or sponsoring this event, please contact Renette S. McCargo, [rmcargouark.edu](mailto:rmcargouark.edu) and Charli Thweatt, [media@arkansasasscholasticpressassociation.org](mailto:media@arkansasasscholasticpressassociation.org) or call Renette S. McCargo at (479) 208-7121.

|                   |  |
|-------------------|--|
| Organization:     |  |
| Contact Person:   |  |
| Mailing Address:  |  |
| City State Zip:   |  |
| Telephone Number: |  |
| E-Mail Address:   |  |

## Sponsorship:

|                            |  |  |
|----------------------------|--|--|
| Platinum Package: \$30,000 | Level 4: \$300                             | Giveaways: Promotional item in adviser bag \$300 |
| Gold Package: \$10,000     | Advertising: Full page (8.5" x 11") \$500  | Vendor + Ad: Quarter page (3.635" x 4.55") \$300 |
| Silver Package: \$7,500    | Advertising: Half page (8.5" x 5.5") \$300 | Vendor: One 10x10 booth \$200                    |
| Bronze Package: \$5,000    | Awards ALL + Ad: \$8,000                   | Other: (Specify)                                 |
| Level 1: \$4,000           | Awards: Adviser OTY \$600                  | ASPA Affiliate Membership: \$100                 |
| Level 2: \$1,500           | Awards: \$600 (Specify which award)        |  |
| Level 3: \$600             | Giveaways: Lanyards + Ad \$2,500           |  |

### I agree to the following terms:

Submit completed form and pay the full amount of agreement on or before **April 12, 2024** (unless otherwise specified).

Please send to **Renette S. McCargo**, [rmcargouark.edu](mailto:rmcargouark.edu) and **Charli Thweatt**, [media@arkansasasscholasticpressassociation.org](mailto:media@arkansasasscholasticpressassociation.org).

**Provide completed logos and ad creatives for any sponsored placements to the Arkansas Scholastic Press Association by April 12, 2024.**

Provide appropriate company logos in appropriate electronic format together with any style instructions needed for appropriate display of said logos to Arkansas Scholastic Press Association (ASPA) within 1 week of agreement but no later than **April 12, 2024**.

Upon request, provide logo use & style approval within 2 business days, for promotional materials produced by the ASPA.

**Sponsor Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Total Amount:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### Two (2) payment options:

**Check:** Please enclose a check & make it payable to: Arkansas Scholastic Press Association

**Memo Field:** 2024 State Convention Sponsorship

**Please mail your check to:** Arkansas Scholastic Press Association, PO Box 1380, Forrest City, AR 72336

**Direct ACH:** Please call our ASPA Fiscal Support Analyst.

Charli Thweatt (870) 275-9002

For direct ACH invoice payments email, Charli Thweatt at [media@arkansasasscholasticpressassociation.org](mailto:media@arkansasasscholasticpressassociation.org)



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