





NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

# NAHJ

ASOCIACIÓN NACIONAL DE PERIODISTAS HISPANOS



## Hilton

CHICAGO

The National Association of Hispanic Journalists (NAHJ) is heading to Chicago, IL for the 2025 NAHJ Conference and Expo. The event will be held July 9-12, 2025, at the Hilton Chicago.

"We're really excited to bring the NAHJ conference to the Midwest," said NAHJ Executive Director Yaneth Guillen-Diaz. "Chicago has some of the most vibrant Hispanic neighborhoods in the country, and it's a central location for our members from across the U.S."

The annual conference is a unique opportunity for corporate partners to share the spotlight and show support for NAHJ's mission. For corporate partners, we offer a variety of educational, networking, and marketing opportunities to reach an influential audience. Overall, your organization will receive valuable benefits to ensure you stand out and are featured throughout the event.

Enclosed are the many ways you can partner with NAHJ for the 2025 NAHJ Conference and Expo. We eagerly anticipate your presence in Chicago and thank you for your support!

**#MoreLatinosInNews.**



# A NATIONAL NETWORK OF JOURNALISTS

Since 1982, National Association of Hispanic Journalists (NAHJ) has created an active network that connects Hispanic journalists regionally and across the country. NAHJ is an educational and charitable association dedicated to the recognition and professional advancement of Hispanic students, professionals and educators in the field of journalism.

## NAHJ BY THE NUMBERS

  
**3,600**  
NAHJ  
Members\*

  
**23**  
Professional  
Chapters

  
**27**  
Student  
Chapters



**70,271+**

Total Social Media  
Followers

\* includes working journalists, journalism students, other media-related professionals, and journalism educators

## OUR INITIATIVES

**1** Annual Conference  
& Career Expo

**2** Member Benefits  
& Task Forces

**3** Next Gen. Initiatives  
student membership, training,  
internships, scholarships, etc.

**4** Training &  
Development

**5** Adelante Academy  
Leadership Program

**6** Advocacy  
to improve newsroom diversity  
and Hispanic community media  
coverage

### NAHJ Annual Conference & Expo

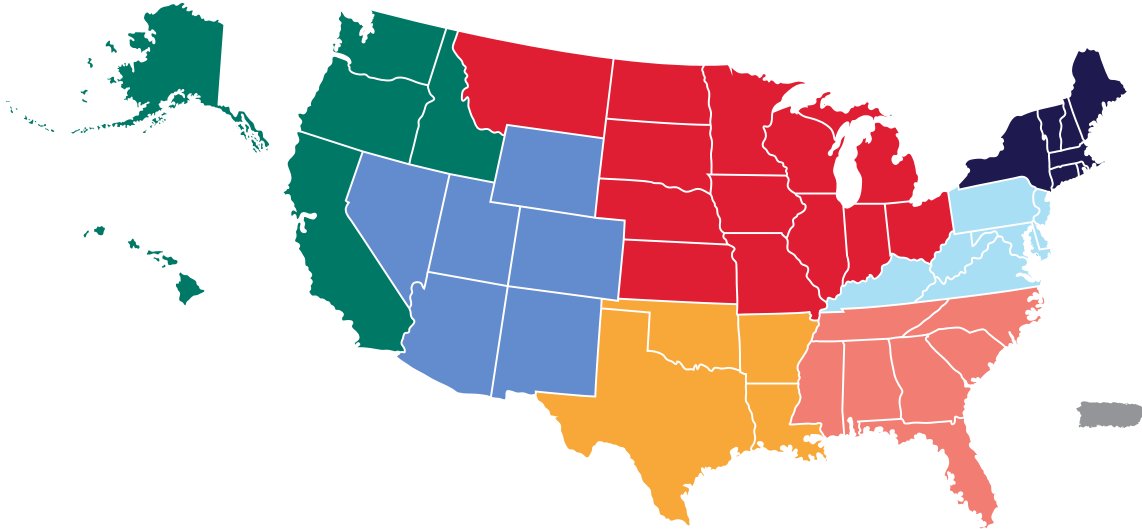
Annually NAHJ brings journalists from across the United States and Latin America at our annual training conference and expo. Participants engage in comprehensive skills-building sessions designed to foster professional growth and create new opportunities. Our diverse attendees represent broadcast, digital, radio, print, and emerging platforms.

Whether you're a recruiter, journalism school, non-profit, foundation dedicated to supporting journalism, or a supplier of products and services for journalists, this conference is a must-attend event!



# NATIONAL CHAPTERS

## PROFESSIONAL CHAPTERS



**REGION 1**  
Puerto Rico

**REGION 3**  
Washington DC  
Philadelphia, PA

**REGION 5**  
Dallas Fort Worth  
Austin (ATX)

**REGION 7**  
Phoenix  
Colorado  
New Mexico  
Nevada

**REGION 2**  
New York  
New Jersey  
Boston-New England

**REGION 4**  
Atlanta  
Orlando/Central Florida  
South Florida  
Tampa Bay  
Charlotte

**REGION 6**  
Chicago  
Wisconsin

**REGION 8**  
SF Bay Area  
San Diego  
Pacific Northwest Chapter, OR  
LA Chapter

## STUDENT CHAPTERS

**REGION 1 - PR, USVI**  
Universidad Interamericana de Puerto Rico, Recinto de Bayamón  
University of Puerto Rico - Arecibo  
University of Puerto Rico - Rio Piedras  
Universidad del Sagrado Corazón

**REGION 2 - CT, ME, MA, NH, NJ, NY, RI, VT**  
Columbia University Graduate School of Journalism  
Craig Newmark Grad. School of Journalism at CUNY  
Syracuse University

**REGION 3 - DE, PA, D.C., MD, VA, WVA, KY**  
American University

**REGION 4 - AL, FL, GA, MS, NC, SC, TN**  
Florida International University  
University of Florida  
University of North Carolina, Chapel Hill

**REGION 5 - TX, OK, AR, LA**  
University of North Texas  
University of Texas at Arlington

University of Texas at Austin  
University of Texas, El Paso

**REGION 6 - IL, IN, IA, KS, MI, MN, MO, MT, NE, ND, OH, SD, WN**  
DePaul University  
Northwestern University

**REGION 7 - NV, AZ, UT, NM, CO**  
Arizona State University  
University of Arizona

**REGION 8 - CA, AK, HI, OR, WA**  
California State Univer., Fullerton Latino Journ. of CSUF  
California State Univer., Long Beach  
Loyola Marymount University  
San Diego State University  
San Francisco State University  
University of California, Berkeley Grad School of J  
University of California, Santa Barbara  
University of Southern California



# 2024 CONFERENCE DEMOGRAPHICS

The National Association of Hispanic Journalists held its 40th Anniversary in Hollywood. This was the second highest attended conference in the organization's history. The report below provides insights and data about the event.



## 90+

Workshops,  
Training Sessions &  
Mainstage Panels



## 1,840

Total Number  
of Attendees



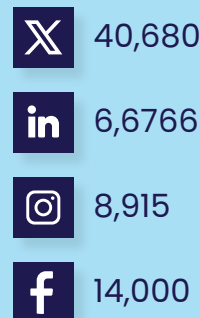
## 85

Total Number  
of Sponsor &  
Exhibitors

### Years of Experience



### Social Media Reach



## FIELD IN MEDIA

### 37%

Television

### 20%

Online  
Media

### 14%

Mixed  
Media

### 9%

Print

### 7%

Public  
Relations

### 4%

Radio  
Podcast

### 9%

Other



### Mobile App

## 1,600+

Connections: 1,242 Chat Messages: 731



### Newsletter Reach

## 10,500+



# SPONSOR PACKAGE LEVELS

SPONSOR BENEFITS	Platinum \$150,000	Diamond \$100,000	Emerald \$50,000	Gold \$35,000	Silver \$20,000	Bronze \$10,000
Conference Expo booths (* indicates prime location Expo booth)	(1) 20x20 Island *	(1) 20x20 Island	(1) 10x20 booth *	(1) 10x10 booth*		
Conference registrations	30	20	15	10	6	4
<b>VIP Invitations</b>						
VIP Tables at Hall of Fame Gala Awards	3	2	1	1		
VIP Tables at Ñ Awards Luncheon	3	2	1			
Invitations to the President's Reception	10	5	3			
<b>Exclusive Opportunities</b>						
Corporate Sponsored Session(s)	1	1	1			
Meeting space (8 Hrs) [A/V not included]	2	1				
Inclusion of expert panelist or moderator	2	1				
Opportunity to provide welcome remarks	1					
Private room for office or interviews	1					
<b>Branding &amp; Promotion</b>						
Video Commerical (30 Sec) [Provided by Sponsor]	2	1				
Post on NAHJ social media Facebook, X (formerly Twitter), & Instagram	3	2	1	1		
Mobile app banner ad	3	2	1	1		
Mobile app push Notification	4	3	2	1	1	
Opportunity to add a promo Item in tote bag	✓	✓	✓	✓	✓	✓
Logo on event website	✓	✓	✓	✓	✓	✓
Recognition on marketing materials, signage, and mobile app	✓	✓	✓	✓	✓	✓
One-Year access to NAHJ's conference & career center resumes	✓	✓	✓	✓	✓	✓
Inclusion in event press release	✓	✓	✓	✓	✓	✓
Inclusion in post-event thank you eblast	✓	✓	✓	✓	✓	✓



# EXPO INFORMATION

Secure your space early! Booth selection is based on a first-come, first-served basis.

NAHJ's Career Expo is the premier networking hub for the Conference's 1,800-plus attendees, the largest gathering of Hispanic journalists, educators, students and media professionals in the country. Join us to connect and engage directly with talent, and to find that perfect candidate for your organization.

EXHIBITOR BOOTH SIZE	Early Bird Rate <small>purchased by 3/15/25</small>	Regular Rate <small>purchased on 3/16/25 or later</small>
Standard (8x8 booth) <small>available only to non-profits, universities and government entities</small>	\$3,000	\$4,000
Standard (10x10 booth)	\$5,000	\$6,000
Premium* (10x10 booth)	\$6,000	\$7,000
Standard (10x20 booth)	\$10,000	\$12,000
Premium* (10x20 booth)	\$12,000	\$14,000
Island (20x20 booth)	\$25,000	\$30,000

\*Premium indicates a prime location on the expo floor

## EXHIBITOR BENEFITS

- One skirted table, two chairs and wastebasket
- One standard name sign
- (2) Two complimentary registrations member rate for additional registration with a limit of two per booth
- Recognition on NAHJ25 website
- Inclusion in NAHJ25 mobile app
- Conference attendee list shared post-conference

## EXHIBITOR DATES & HOURS

- ★ Exhibitor Move-In  
Tuesday, July 8
- ★ Expo Hours  
Wednesday, July 9, 9AM-5PM  
Thursday, July 10, 9AM-5PM  
Friday, July 11, 9AM-5PM
- ★ Exhibitor Move-Out  
Saturday, July 12, 5PM-8PM





# 2024 CONFERENCE SPONSORS

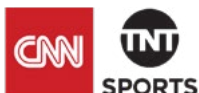
## Conference Lead Sponsor



## 40th Anniversary Sponsor



## Diamond Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



## Supporting Sponsors







# SIGNATURE OPPORTUNITIES

Following our longstanding tradition, these are NAHJ's signature and premier events. Includes branding and speaking engagement opportunities. Maximized Reach and Engagement.

## OPENING & WELCOME RECEPTION

**\$50,000** Emerald Benefits

Welcome NAHJ members, VIPs, and other guests at the Opening reception and set the tone for all attendees. Sponsors will have the opportunity to make welcome remarks, network with the attendees, and there are branding opportunities.

## Ñ AWARDS LUNCHEON

**\$50,000** Emerald Benefits

During the Ñ Awards Luncheon NAHJ will honor journalists in several categories including print/digital journalism, radio/online journalism, TV/online video journalism, and photography. The award program is a valuable component of NAHJ's efforts to promote fair coverage of Latinos across the globe. Partnership benefits include the opportunity to make brief opening remarks and branding. This is a ticketed event.

## HALL OF FAME GALA

**\$50,000** Emerald Benefits

At the closing Hall of Fame Gala, NAHJ will honor the newest inductees to the NAHJ Hall of Fame and close the conference with a grand fiesta. Sponsors will have the opportunity to make welcome remarks, network with the attendees, plus have branding throughout. This takes place on Saturday night and is a ticketed event.



## NAHJ PRESIDENT'S RECEPTION

\$20,000 Silver Benefits

This gathering is hosted by the NAHJ President and brings together the NAHJ Board of Directors, chapter leaders, prominent journalists from around the world, VIP's and other distinguished guests. Sponsors will have the opportunity to make welcome remarks, network with the attendees, and there are branding opportunities.

## HALL OF FAME RED CARPET RECEPTION

\$20,000 Silver Benefits

Prior to the Hall of Fame Gala, welcome guests with a red carpet reception. Sponsors will have branding including their logo on the step n repeat. This is a ticketed event on Saturday night. Open to gala ticket holders.

## EL GRAN BAILE

\$20,000 Silver Benefits

After the Hall of Fame Gala, the Gran Baile is a traditional closing dance, inclusive of all Conference attendees who want to dance the night away! Sponsors will have the opportunity to network with the attendees, plus have branding throughout the room.

## NETWORKING RECEPTION

\$12,000

ADD-ON

Be the go-to-spot for attendees and guests to unwind and network after a day of sessions. NAHJ helps arrange for the space, and marketing of your reception. The sponsor is responsible for any costs related to A/V & food and beverage.





# PROFESSIONAL DEVELOPMENT

Be a part of the meaningful impact and valuable access to resources and learning opportunities. NAHJ offers journalism students and professionals a wealth of opportunities to gain hands-on training and experience from our valuable professional development and training workshop.

## PLENARY SESSIONS

**\$35,000** Gold Benefits

These are high-profile NAHJ produced sessions with seating up to 500 attendees, and are conference highlights featuring keynote speakers, top NAHJ leaders. Sessions are in collaboration with NAHJ. Previous topics include:

- Afro-Latino Representation
- Investigative Reporting
- Visual Journalism
- Academia | Publishers & Authors
- Adelante Leadership Academy
- Press Freedom | Health & Wellness for Journalists
- LGBTQIA+ Issues in Journalism
- Women in Leadership
- Business & Finance Reporting

## BREAKFAST OR LUNCH SPONSOR

**\$35,000** Gold Benefits

Attendees begin their day with breakfast or take a break with lunch, all while engaging with topics and dialogue from a wide-range of fields. Partners collaborate with NAHJ to design the session content and select the panelists. As meal functions these attract a significant audience.

## ADELANTE ACADEMY SPONSOR

**\$20,000** Silver Benefits

Established by NAHJ, the Adelante Academy embodies our commitment to bolstering Latino talent in journalism. This is a six-month dynamic program for 10 NAHJ journalist members who are in leadership roles and are ready to advance in their careers. Support the cohort in the last phase of the program that takes place at the annual conference.

## CORPORATE SPONSORED SESSIONS

**\$15,000** Silver Benefits

Sponsors have the opportunity to create their own topic and choose their speakers. These sessions will be held concurrent with educational sessions. Give attendees the option to learn the latest industry trends from you.

## NAHJ TASK FORCE SPONSOR

**\$10,000**

ADD-ON

Support NAHJ's Sports Task Forces by connecting your brand to their efforts and programming at conference. You can select to support a specific task force from our (6) Task Forces below and your brand will automatically be featured along with your sessions and activations.

- Afro-Latinx Task Force
- Sports Task Force
- Visual Task Force
- Investigative & Data Journalism Task Force
- LGBTQIA+ Task Force
- Business Task Force





# STUDENT DEVELOPMENT

Be a part of a transformative experience designed to empower student journalists! NAHJ offers exclusive access to resources, hands-on training, and learning opportunities tailored specifically for student initiatives. Students will learn practical skills and real-world experience that will help them excel in their studies and future journalism career.

## STUDENT PROJECTS

**\$50,000** Emerald Benefits

The Student Project is NAHJ's week-long fellowship premier training program for the next generation of Latinx journalists. Students are tasked with reporting s on the annual conference along with the local Latino community. Their content is published in the Latino Reporter Digital, the website dedicated to the project. They hone valuable skills to be more competitive for internships, scholarships, and newsroom positions following this experience. Students are mentored by experts. Sponsors will have a speaking opportunity and be part of the kick-off activities.

## STUDENT BOOTCAMP

**\$30,000** Gold Benefits

The day before the conference opens, NAHJ holds a day-long boot camp on-site to help prepare students for the week to come. Students receive useful insight from journalists on getting the most out of the conference. Sessions to help students prepare to engage with recruiters, balance their schedules and manage stress. 50+ students will be invited to attend the event and sponsors can make opening remarks.

## STUDENT RECEPTION

**\$15,000** Silver Benefits

Give student attendees the opportunity to connect with one another at the conference by sponsoring the student reception. This will be open to all student attendees. This is a great way to show your support and encourage them to make connections.

## NAHJ CONFERENCE FELLOWSHIP

Starting at \$10,000

ADD-ON

The NAHJ Conference Fellowship will provide holistic financial assistance to those interested in attending the annual conference. This will include an NAHJ membership, conference registration, hotel, and travel stipend for airfare.

## HARDSHIP CHAMPION

Starting at \$5,000

ADD-ON

Provide assistance to attend the annual NAHJ conference by providing hardship funds to cover registrations. NAHJ will partners with local universities and the community to support local attendance from students and members.





# BRANDING OPPORTUNITIES

Increase your branding presence with various opportunities to engage and impact attendees at the conference.

## CREATIVE LOUNGE

\$35,000 Gold Benefits

The creative lounge offers attendees a place to recharge, create, and connect with each other. The lounge will be placed on the expo floor or other premium location for optimum foot traffic. This will be the ultimate place for attendees to connect with your brand.

## MOVIE SCREENING

\$35,000 Gold Benefits

Feature a major motion picture or a documentary at a local movie theater on Friday night or Saturday afternoon. This becomes a part of the NAHJ schedule and is promoted to all attendees. This includes promotion and branding, 90-minute screening, photo opportunities, and screening room. NAHJ does not guarantee attendance or press.

## OFFICIAL HEADSHOT SPONSOR

\$30,000 Gold Benefits

Offer attendees the opportunity to refresh their headshots and connect with your brand. Brand this space on the expo floor and get all the credit for providing attendees with professional headshots to elevate their career.

## SESSION TRACK SPONSOR

\$25,000 Silver Benefits

Select a track that aligns with your company's values to effectively build brand awareness. Your brand will have the opportunity to connect directly with a targeted audience and align with key thought leaders.

## CONFERENCE TOTE BAGS

\$20,000 Silver Benefits

These bags will be printed exclusively with your logo alongside the NAHJ logo and distributed to all full conference attendees. It's a favorite keepsake of attendees with a lasting impression. Sponsorship also includes the opportunity to provide two inserts.

## HEALTH SPONSOR

\$15,000 Silver Benefits

Sponsor a one-hour health session for Conference attendees. Foster a culture that encourages the well-being of mind, body, and community. Sponsor branding and engagement included. (Wellness session, Mental health workshop, Zumba, yoga, walk, etc.)

## REGISTRATION SPONSOR

\$15,000

Silver Benefits

Stand out from the start and make a memorable impression on all attendees! As the Registration Sponsor, your brand will be showcased on signage and on 5-6 sleek iPads during the entire check-in process. This high-visibility placement ensures your logo is front and center as guests arrive, creating an immediate connection with your brand.

## KEY CARD SPONSOR

\$12,000

ADD-ON

During the an event, an attendee will actively look at their key card 8 – 12 times/day. This represents repeat impressions to your targeted demographic. Place your logo or a QR Code to link to a landing page.

## COFFEE / SNACK SPONSOR

\$12,000

ADD-ON

Conference goers are eager to refuel throughout the day with a nice cup of coffee or snack. Be the one to supply them and invite them to your booth. Sponsorship includes signage near the coffee station.

## CONFERENCE LANYARDS

\$10,000

ADD-ON

These highly visible items are worn by all attendees for all events during the Conference. They often serve as admission to the Conference center and offsite events.

## DAILY EXPO GIVEAWAY

\$8,000

ADD-ON

Each day will feature a quality promotional item that NAHJ will print your logo on and give out to the first 500 attendees that enter the expo. Sponsors can help select the item and NAHJ takes care of logistics. This includes social media and mobile app exposure as we let attendees know the Giveaway of the Day.





# DIGITAL OPPORTUNITIES

Increase your presence digitally with various opportunities to engage with attendees at conferences pre-and post event.

## WIFI SPONSOR

\$20,000 Silver Benefits

The Internet/Wireless sponsor provides support for wireless internet access at the convention. The sponsor will have the opportunity for branding associated with the log-in page that each attendees will use to connect to the conference WiFi.

## MOBILE APP SPONSOR

\$15,000 Silver Benefits

Brand the opening page of the Conference mobile app. The app includes the daily schedule, speakers' bios, exhibitor, and much more. Includes mobile app ad opportunities and options to send reminders and notifications to attendees during the Conference through the mobile app.

## NEWSROOM SERIES

\$7,500 ADD-ON

Behind the Scenes of a Newsroom Series, allows hiring managers, recruiters, and other newsroom staff in management to share newsrooms' work culture, environment, salary, day-to-day routines, and much more. It will also provide a unique opportunity for registrants to network and ask direct questions to newsroom managers.

## SOCIAL MEDIA PACKAGE

\$5,000 ADD-ON

Get your message onto NAHJ's official social media feeds during #NAHJ25. Includes (3) Social Media posts per platform on Instagram, X, Facebook, & LinkedIn. Sponsor to provide graphic and text. These posts will be promoted pre, during, and post conference.

## CONFERENCE NEWSLETTER BANNER AD(S)

\$2,500 per ad

ADD-ON

The NAHJ conference mobile app is THE go-to for every attendee for conference information as well as information regarding the host city. The sponsor will have a splash page for branding.

## MOBILE APP PUSH NOTIFICATIONS

\$1,500 per notification

ADD-ON

Send reminders and notifications to attendees during the Conference through the mobile app. Subject to approval.

## TOTE BAG INSERT

\$2,000 per item

ADD-ON

Your promotional item will be placed in the tote bags that attendees receive at the conference. Disclaimer: items must be approved with NAHJ, paper products are discouraged.







# AGENDA AT-A-GLANCE

## WEDNESDAY, JULY 9, 2025

- 9:00AM – 5:00PM Conference Expo
- 9:00AM – 5:30PM Educational Sessions
- 6:30PM – 8:00PM Opening Night Reception

## THURSDAY, JULY 10, 2025

- 9:00AM – 5:00PM Conference Expo
- 9:00AM – 5:30PM Educational Sessions

## FRIDAY, JULY 11, 2025

- 9:00AM – 5:00PM Conference Expo
- 9:00AM – 5:30PM Educational Sessions

## SATURDAY, JULY 12, 2025

- 9:00AM – 12:00PM Educational Sessions
- 11:30AM – 1:30PM Ñ Awards Luncheon
- 6:00PM – 7:00PM Closing Reception
- 7:00PM – 9:00PM Hall of Fame Gala
- 9:00PM – 11:00PM Gran Baile





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