



CROSSING ~~THE~~ DIVIDE

SOCIETY OF ENVIRONMENTAL JOURNALISTS 30TH ANNIVERSARY CONFERENCE

While we've moved the in-person conference in Boise to June 2-6, 2021 (#SEJ2021), our 2020 Virtual Conference (#SEJ2020), September 16, 17, 23 and 30, will convene the SEJ community to investigate environmental angles on the 2020 elections and other timely events, celebrate the winners of the SEJ Awards for Reporting on the Environment, and preview workshops, tours and panels coming in June.

EMERGENCIES, ELECTIONS AND THE ENVIRONMENT

VIRTUAL CONFERENCE

September 16, 17, 23 and 30, 2020
#SEJ2020

URBAN GROWTH AND THE WILD

IN-PERSON CONFERENCE

June 2-6, 2021 Boise, Idaho
#SEJ2021





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SPONSORSHIP OPPORTUNITIES

SEJ's Annual Conferences attract 1,000 attendees — mostly journalists reporting on energy, climate change, the environment and health — for intensive learning, immersive tours, networking and professional development.

With SEJ's Virtual Conference in September 2020 AND the in-person conference in Boise next June 2021, your reach could be doubled: **Two conferences for a single sponsorship.**

~~VISIONARY (\$100,000 - \$150,000)~~ **GONE!**

TWO AVAILABLE!

CHAMPION (\$75,000)

- ▲ Sponsor a 30th Anniversary Dinner or Party at #SEJ2021 in Boise
- ▲ Thank You from the Podium by an SEJ Board Member
- ▲ Social Media & App Push Notification of Your Sponsorship
- ▲ Premium Full-Page Ad Placement in SEJ's Conference Program Book & in Virtual Conference Guide
- ▲ Virtual Booth at #SEJ2020 & Two Exhibit Booths at #SEJ2021
- ▲ Two Press Release Distributions to SEJ Members
- ▲ Five Conference Passes to #SEJ2020 & #SEJ2021

TWO AVAILABLE!

PRINCIPAL (\$50,000)

- ▲ Sponsor a 30th Anniversary Opening Dinner or Party
- ▲ Thank You from the Podium by an SEJ Board Member
- ▲ Social Media & App Push Notification of Your Sponsorship
- ▲ Premium Full-Page Ad Placement in SEJ's Conference Program Book & in Virtual Conference Guide
- ▲ Virtual Booth at #SEJ2020 & Exhibit Booth at #SEJ2021
- ▲ One Press Release Distribution to SEJ Members
- ▲ Four Conference Passes to #SEJ2020 & #SEJ2021

THREE AVAILABLE!

AMBASSADOR (\$20,000)

- ▲ Sponsor a Workshop, Conference Fellowships or the Conference Platform/App
- ▲ Social Media Promotion of Your Sponsorship
- ▲ Full-Page Ad in the Inter-Agenda Section of SEJ's Conference Program Book & in Virtual Conference Guide
- ▲ Virtual Booth at #SEJ2020 & Exhibit Booth at #SEJ2021
- ▲ One Press Release Distribution to SEJ Members
- ▲ Three Conference Passes to #SEJ2020 & #SEJ2021

SIX AVAILABLE!

SUPPORTER (\$10,000)

- ▲ Sponsor a Beverage Break or Happy Hour
- ▲ Social Media Promotion of Your Sponsorship
- ▲ Full Page Ad in the Ad Section of SEJ's Conference Program Book & in Virtual Conference Guide
- ▲ Virtual Booth at #SEJ2020 & Exhibit Table at #SEJ2021
- ▲ One Press Release Distribution to SEJ Members
- ▲ Two Conference Passes to #SEJ2020 & #SEJ2021

TEN AVAILABLE!

FRIEND (\$5000)

- ▲ Sponsor a Tour or Networking Meet-Up
- ▲ Half-Page Ad in the Ad Section of SEJ's Conference Program Book (Boise/#SEJ2021) & Full-Page Ad in the Virtual Conference Guide
- ▲ Virtual Booth at #SEJ2020 & Exhibit Table at #SEJ2021
- ▲ One Conference Pass to #SEJ2020 & #SEJ2021

ALL PACKAGES INCLUDE:

- ▲ Your Logo on Screen, Website, and App
- ▲ One Item for the Conference Bag at #SEJ2021



#SEJ2020 VIRTUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

WHO IS TELLING YOUR STORY?

SEJ's Annual Conference is a one-stop shop for engaging the reporters covering your issues.

Bring your experts to meet and mingle with journalists reporting on energy, climate change, the environment and health. Support the people telling the world's most important stories by becoming a sponsor today.

VIRTUAL EXHIBIT BOOTHS

Engage your target audience, demo your latest video or interactive, and get people to sign up for your mailing list and branded giveaways.

Small Nonprofits/Universities*

Virtual booth: **\$800**

Large Nonprofits/Government

Virtual booth: **\$1200**

Corporate

Virtual booth: **\$1600**

Note: Includes two conference registrations for your staff

MOST POPULAR!

HOST A VIRTUAL NETWORKING MEET-UP

Help build the SEJ community by hosting a virtual networking meet-up. We'll advertise your event to conference attendees. Limited Spots Available!

When: Wednesday, September 16, 4:30-6:00 p.m. ET

Small nonprofits and universities*: **\$1,200**

Large nonprofits and government: **\$2,000**

Corporate: **\$2,500**

Includes:

- ▲ Two conference registrations for your staff
- ▲ Meet-up will be listed on the agenda and included in a Whova push notification
- ▲ One e-blast to SEJ members (to be used within one year)

SPREAD THE NEWS! ADVERTISE WITH SEJ

Advertise in our virtual conference guide or via an e-blast or both.

GUIDE ADS (Ad specs: 8.5 x 11")

Small nonprofits and universities*: **\$500**

Inside cover **\$1,000**

Large nonprofits and government: **\$1,000**

Inside cover **\$2,000**

Corporate: **\$2,000**

Inside cover **\$4,000**

Deadline to reserve space and provide materials for all ads : Aug. 15 (for maximum value; however, ads may be accepted after Aug. 15)

E-BLASTS

\$495 – Large nonprofits, corporate and government

\$250 – Small nonprofits and universities*

\$100 – Members

\$ 60 – Job and fellowship postings

\$ 50 – Members — book announcement

All sponsors and exhibitors will be listed on the conference website and app.

*Small nonprofit = \$2 million or less in annual budget

Interested in sponsoring? Contact Meaghan Parker, 202-558-2033, mparker@sej.org

Ready to exhibit or advertise? Reserve today at conference.sej.org,

or contact SEJ@SEJ.org with any questions