

PENNSYLVANIA NEWSMEDIA ASSOCIATION

Evening of Excellence

Celebrating Leadership, Innovation and Service

October 8, 2026

The Central Hotel and Conference Center • Harrisburg, PA

Sponsorship Opportunities

Join the Pennsylvania NewsMedia Association for an Evening of Excellence, a signature celebration honoring the people whose leadership, innovation, service and commitment are shaping the future of Pennsylvania journalism. The evening will bring together news media executives, industry leaders and distinguished guests to recognize some of the profession's highest honors, including the Benjamin Franklin Award for Excellence, Lifetime Achievement Award, News Media Industry Executive of the Year Award, News Media Industry Innovator of the Year Award, News Media Industry Emerging Leader of the Year Award, News Organization of the Year Award and PNA Hall of Fame Award.

Sponsorship offers a meaningful opportunity to align your organization with excellence in journalism while connecting with the leaders and changemakers who strengthen news media and the communities they serve across Pennsylvania.

PRESENTING SPONSOR: \$5,000 *(Exclusive — One Available)*

As the event's premier sponsor, you will receive:

- ★ Presenting Sponsor recognition
- ★ 10 complimentary dinner tickets
- ★ Up to five minutes of remarks during the dinner program
- ★ Opportunity to present a one-hour educational webinar to PNA members
- ★ Full-page ad in the dinner program
- ★ Sponsor recognition signage displayed on each dinner table
- ★ Premium recognition in event promotional materials and at the event
- ★ Logo placement on invitations, registration page, promotional emails and social media mentions
- ★ Logo inclusion in the Keystone Media Awards Luncheon program

RECEPTION SPONSOR: \$3,500 *(Exclusive — One Available)*

Receive prominent recognition as the host of the evening reception, including:

- ★ Reception Sponsor recognition
- ★ Six complimentary dinner tickets
- ★ Up to five minutes of remarks during the reception
- ★ Opportunity to present a one-hour educational webinar to PNA members
- ★ Full-page ad in the dinner program
- ★ Sponsor recognition signage displayed on each dinner table
- ★ Logo placement on invitations, registration page, promotional emails and social media mentions
- ★ Logo inclusion in the Keystone Media Awards Luncheon program



Sponsorship Opportunities *(cont.)*

PREMIERE SPONSOR: \$2,500 *(Three Available)*

Benefits include:

- ★ Half-page ad in the dinner program
- ★ Four complimentary dinner tickets
- ★ Sponsor recognition signage displayed on each dinner table
- ★ Logo placement on invitations, registration page, promotional emails and social media mentions

SUPPORTING SPONSOR: \$1,500 *(Four Available)*

Benefits include:

- ★ Quarter-page ad in the dinner program
- ★ Two complimentary dinner tickets
- ★ Sponsor recognition signage displayed on each dinner table
- ★ Logo placement on invitations, registration page, promotional emails and social media mentions

PATRON SPONSOR: \$500 *(Six Available)*

Benefits include:

- ★ Eighth-page ad in the dinner program
- ★ One complimentary dinner ticket
- ★ Sponsor recognition signage displayed on each dinner table
- ★ Logo placement on invitations, registration page, promotional emails and social media mentions

Dinner Program Advertising Opportunities

AD SIZE	INVESTMENT
Full-page	\$595
Half-page	\$395
Quarter-page.....	\$195
Eighth-page.....	\$125

For more information about these sponsorship opportunities,
please contact Bill Cotter at bcotter@pa-news.org or 412-925-0908.

