Celebration of SERVICE TO AMERICA AWARDS
Presented by THE NAB LEADERSHIP FOUNDATION
JUNE 7, 2022
The Anthem | Washington, DC

Presenting Sponsors

BONNEVILLE INTERNATIONAL

HEARST television
Sponsorship of the Celebration of Service to America Awards delivers the greatest impact and exposure leading up to, throughout and following this prestigious annual celebration. Whether your brand purchases a sponsorship package or creates a customized program, this opportunity will deliver experiential relevance and brand value to hundreds of industry influencers, including media companies, policymakers, press, local broadcast stations and their millions of collective followers who have to come expect nothing less from the NAB Leadership Foundation and its partners.

The Celebration of Service to America Awards is the NAB Leadership Foundation’s signature black-tie gala. Last held in 2019, we look forward to the return of our in-person event in 2022. Once again, broadcasting’s most generous businesses and community leaders will gather to support the Foundation’s mission to honor the commitment and dedication local stations have to their communities.

For more than 20 years, generous sponsors have made an impact in shaping the future of broadcasting by supporting the largest fundraiser for the NAB Leadership Foundation and its programs. Let’s build the future, together.

**PROMOTE YOUR BRAND TO AN ELITE AUDIENCE**
The NAB Leadership Foundation works with current and aspiring leaders in broadcasting to build a more diverse, innovative and vibrant future for the industry by investing in our greatest resource: our people.

We seek and depend on support from broadcasters, corporations, foundations and individuals for the development and presentation of our programs, events and initiatives. Our industry’s future depends on great people, and the Foundation is where the future gets started.

CATEGORIES INCLUDE:

• Local Community Service Awards for Television and Radio Stations: These awards are given to a range of categories including ownership group, major, large, medium and small markets.

• Corporate Leadership Award: This award is given to a leading business outside of the broadcast industry that exemplifies an extraordinary focus on community service and corporate social responsibility.

• Leadership Award: This award honors an exceptional individual for their commitment to public service. Previous honorees include Stevie Wonder, Elton John, Quincy Jones, Jeff Bridges, Glenn Close, Bill Clinton, Nancy Reagan and John Legend among others.

TUESDAY, JUNE 7, 2022
THE ANTHEM IN WASHINGTON, DC

JOIN US IN HONORING THE LOCAL RADIO AND TELEVISION STATIONS

that work tirelessly to ensure our communities are safe, informed and equipped with the latest information and news. From investigative reports to first responders, these honorees are committed to serving the great good of every community.

The Service to America Leadership Award recognizes individuals and organizations responsible for improving the lives of others through extraordinary public service.
JOIN AN INFLUENTIAL COMMUNITY OF OVER 600 SUPPORTERS WITHIN THE BROADCAST AND MEDIA INDUSTRY.

Become a Service to America Sponsor

As the largest fundraiser of the year for the NAB Leadership Foundation, the Service to America gala is vital to the ongoing operation of the Foundation and our mission to build a bright, diverse and innovative future for the industry.

YOUR SUPPORT COUNTS. The Foundation’s mission is dedicated to investing in the future of broadcasting – providing current and aspiring leaders with education, confidence and leadership courage to build a better tomorrow.

ELITE NETWORKING. This black tie event unites executive leaders in the radio and television broadcast industry – including station owners and operators – as well as members of Congress, Federal Communications Commission (FCC) commissioners and other Washington leaders.

YOUR BRAND MATTERS. Sponsorship levels and customized opportunities deliver brand value and impact for your company by supporting the future of the industry.
2019 Honoree John Legend

2016 Honoree Sharon Stone

C-LEVEL EXECUTIVES FROM MAJOR BROADCAST COMPANIES

20+

2017 Honoree Jon Bon Jovi

2012 Honoree Glenn Close

OVER 500 MILLION REACHED IN MEDIA COVERAGE

NAB RADIO AND TELEVISION BOARD MEMBERS IN ATTENDANCE

57

POLICY MAKERS INCLUDING MEMBERS OF CONGRESS, CONGRESSIONAL STAFF AND FEDERAL COMMUNICATIONS COMMISSION STAFF

62
JUNE 7, 2022
The Anthem | Washington, DC

Celebration of SERVICE TO AMERICA AWARDS
PRESENTED BY THE NAB LEADERSHIP FOUNDATION

SPONSORSHIP OPPORTUNITIES
### Event Sponsorships

**Platinum $35,000**
- Premium seating for 16 at the Celebration of Service to America Awards (two tables of 10), includes opportunity for a VIP and guest to sit at each premium table
- Logo featured during in-show recognition as a Platinum Sponsor included in the Celebration of Service to America television show, airing in summer 2022
- Name listing recognition during end scroll credits in the Celebration of Service to America television show, airing in summer 2022
- Complimentary tickets for six to the Celebration of Service to America VIP photo opportunity with Leadership Award recipient
- Logo recognition on Celebration of Service to America invitation
- Logo recognition on screens and signage in Welcome Lobby at the gala
- Logo recognition in the Celebration of Service to America program book as a Platinum Sponsor
- Full-page color ad in the Celebration of Service to America program book
- Recognition on NAB Leadership Foundation website
- Recognition on the 2022 Celebration of Service to America website servicetoamerica.org to include your company's digital ads (300x250, 728x90, 160x600)
- Name listed as a Platinum Sponsor in all pre-event and post-event press releases and media outreach

**Gold $20,000**
- Premium seating for eight at the Celebration of Service to America Awards (one table of 10), includes opportunity for a VIP and guest to sit at preferred table
- Logo featured during in-show recognition as a Gold Sponsor included in the Celebration of Service to America television show, airing in summer 2022
- Name listing recognition during end scroll credits in the Celebration of Service to America television show, airing in summer 2022
- Complimentary tickets for four to the Celebration of Service to America VIP photo opportunity with Leadership Award recipient
- One half page ad in Celebration of Service to America program book
- Recognition on NAB Leadership Foundation website
- Recognition on the 2022 Celebration of Service to America website servicetoamerica.org to include your company's digital ads (300x250, 728x90, 160x600)
- Name listed as a Gold Sponsor in all pre-event and post-event press releases and media outreach

**Silver $14,000**
- Preferred seating for eight at the Celebration of Service to America Awards (one table of 10), includes opportunity for a VIP and guest to sit at preferred table
- Logo featured during in-show recognition as a Silver Sponsor included in the Celebration of Service to America television show, airing in summer 2022
- Name listing recognition during end scroll credits in the Celebration of Service to America television show, airing in summer 2022
- Complimentary tickets for two to the Celebration of Service to America VIP photo opportunity with Leadership Award recipient
- One half page ad in Celebration of Service to America program book
- Recognition on NAB Leadership Foundation website
- Recognition on the 2022 Celebration of Service to America website servicetoamerica.org to include your company's digital ads (300x250, 728x90, 160x600)
EVENT SPONSORSHIPS

**BRONZE $8,250**

▷ Preferred seating for eight at the Celebration of Service to America Awards, includes the opportunity for a VIP and guest to sit at preferred table
▷ Company name placement in the Celebration of Service to America program book as a Bronze sponsor
▷ Recognition on NAB Leadership Foundation website
▷ Recognition on the 2022 Celebration of Service to America website

**SPONSOR TABLE $5,500**

▷ General seating of six at the Celebration of Service to America Awards; the NAB Leadership Foundation will seat four attendees at a table of 10
▷ Company name placement in the Celebration of Service to America program book as a Sponsor

**SPONSOR TICKET $1,100**

▷ One general seating ticket
▷ Company name placement in the Celebration of Service to America program book as sponsor

**INDIVIDUAL TICKET $550**

▷ One general seating ticket
# EVENT SPONSORSHIP BREAKDOWN

<table>
<thead>
<tr>
<th>TABLES AND TICKETS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>SPONSOR TABLE</th>
<th>SPONSOR TICKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLES AWARDED</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>SEATS AWARDED</td>
<td>16</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>VIP AND GUEST SEATED</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>TYPE OF SEATING</td>
<td>Premium</td>
<td>Premium</td>
<td>Preferred</td>
<td>Preferred</td>
<td>General</td>
<td>General</td>
</tr>
</tbody>
</table>

## VIP PHOTO OPPORTUNITY

| Celebration of Service to America VIP Photo Opportunity | 6 | 4 | 2 | 0 | 0 | 0 |

## VISIBILITY

<table>
<thead>
<tr>
<th>Recognition on Celebration of Service to America invitation</th>
<th>LOGO</th>
<th>LOGO</th>
<th>LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition during in-show feature of Service to America Awards television show</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
</tr>
<tr>
<td>Recognition during end credit scroll of Service to America Awards television show</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>Recognition on screens and signage in Welcome Lobby at the Gala</td>
<td>LOGO</td>
<td>LOGO</td>
<td></td>
</tr>
<tr>
<td>Recognition in the Celebration of Service to America program book</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
</tr>
<tr>
<td>Color ad in the Celebration of Service to America program book</td>
<td>FULL</td>
<td>HALF</td>
<td>HALF</td>
</tr>
<tr>
<td>Recognition on NAB Leadership Foundation website</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Spotlight article in the NAB Leadership Foundation newsletter, The Lead</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on the 2022 Celebration of Service to America Website</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Name listed as a sponsor in all pre-event and post-event press releases and media outreach</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
</tbody>
</table>

## PRICE

- **$35,000**
- **$20,000**
- **$14,000**
- **$8,250**
- **$5,500**
- **$1,100**
HIGH PROFILE BRAND OPPORTUNITIES

DINNER PROGRAM DISPLAY AD
- One full page advertisement - $4,000
- One half page advertisement - $2,500
- One back page cover advertisement - $7,500

COCKTAIL RECEPTION CO-SPONSORSHIP $15,000
(TWO AVAILABLE)
- General seating for four at the Celebration of Service to America Awards
- Logo displayed on signage or video monitors in the reception area
- Signature cocktail featured with logo on tent cards displayed in bar area
- Opportunity to provide branded cocktail napkins and/or glassware at the bar
- One half page ad in the Celebration of Service to America Awards program book
- Logo placement in Celebration of Service to America program book as co-sponsor of cocktail reception
- Recognition on the 2022 Celebration of Service to America website

ARRIVAL SPONSORSHIP $15,000 (ONE AVAILABLE)
- General seating for four at the Celebration of Service to America Awards
- Custom step and repeat banner with logo for arrival photo opportunity
- Display area and signage opportunity in Welcome Lobby
- Recognition on check-in station signage in Welcome Lobby
- Logo placement in Celebration of Service to America dinner program as Arrival Sponsor
- One half page ad in program book
- Recognition in pre-event emails as they relate to arrival/check in of the event

STA AFTER PARTY CO-SPONSORSHIP $10,000 (TWO AVAILABLE)
- General seating for four at the Celebration of Service to America Awards
- Logo displayed on signage and/or video opportunity in After-Party Reception area
- Opportunity for information/merchandise displays in after-party reception area
- Company logo placement in Celebration of Service to America Awards program book
- One half page ad in the Celebration of Service to America Awards program book
- Recognition in pre-event emails as they relate to STA after-party reception

VIP PHOTO OPPORTUNITY RECEPTION SPONSORSHIP $7,500
- General seating for two at the Celebration of Service to America Awards
- Eight tickets to VIP photo opportunity reception
- Logo featured on signage and/or video monitors in VIP photo opportunity reception area
- Logo featured on VIP photo opportunity tickets
- Opportunity for display area/information booth in VIP photo reception area
- Company logo placement in Celebration of Service to America program book
- One half page ad in the Celebration of Service to America Awards program book
- Recognition in pre-event emails as they relate to VIP photo opportunity reception

GIFT BAG SPONSORSHIP - MINIMUM VALUE OF $15,000
- General seating for two at the Celebration of Service to America Awards
- Gift bag opportunity to provide company branded gift distributed at each dinner seat
- Logo featured in the dinner program as Gift Bag Sponsor
- Recognition on the Celebration of Service to America website

DINNER PROGRAM BELLY BAND SPONSORSHIP - $5,000
- General seating for two at the Celebration of Service to America Awards
- Logo inclusion on over 650 program book Belly Bands featured at each served dessert
- Logo featured in program book as Dessert Sponsor
- Recognition on the Celebration of Service to America website

DESSERT SPONSORSHIP $5,000 (ONE AVAILABLE)
- General seating for two at the Celebration of Service to America Awards
- Logo featured on special dessert wafer displayed on each served dessert
- Logo featured in program book as Dessert Sponsor
- Recognition on the Celebration of Service to America website

TALENT SPONSOR - $25,000 (ONE AVAILABLE)
- Premium seating for six at the Celebration of Service to America Awards
- Full page ad placement in the Celebration of Service to America Awards program book
- Stage signage and verbal recognition during performance
ADDITIONAL INFORMATION

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES
Please contact Tim Dotson, senior director, Development.
tdotson@nab.org
202 429 5311

FOR MEDIA INQUIRIES
Please contact Senior Vice President of Communications
Ann Marie Cummings.
amcumming@nab.org
202 429 5307

The NAB Leadership Foundation works with current and aspiring leaders in broadcasting to build a more diverse, innovative and vibrant future for the industry by investing in our greatest resource: our people.

FOR MORE INFORMATION
Please visit the NAB Leadership Foundation website at nabfoundation.org.

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