



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

JUNE 6, 2023

The Anthem | Washington, DC



**BONNEVILLE
INTERNATIONAL**

Presenting Sponsors

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, policy makers, 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. We look forward to hosting our in-person event again in Washington, DC in 2023. Once again, the NAB Leadership Foundation will produce a television special of our event to air on 700+ local stations across the country. In 2022, our program reached over 7.5 million total viewers with the message of local broadcasters' dedication to community service.

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



TUESDAY, JUNE 6, 2023

THE ANTHEM IN WASHINGTON, DC

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.



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.

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 José Andrés, Patti LaBelle, Lin-Manuel Miranda, John Legend, Jon Bon Jovi, Sara Evans, Stevie Wonder, Elton John, Glenn Close, Sharon Stone and others.



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.





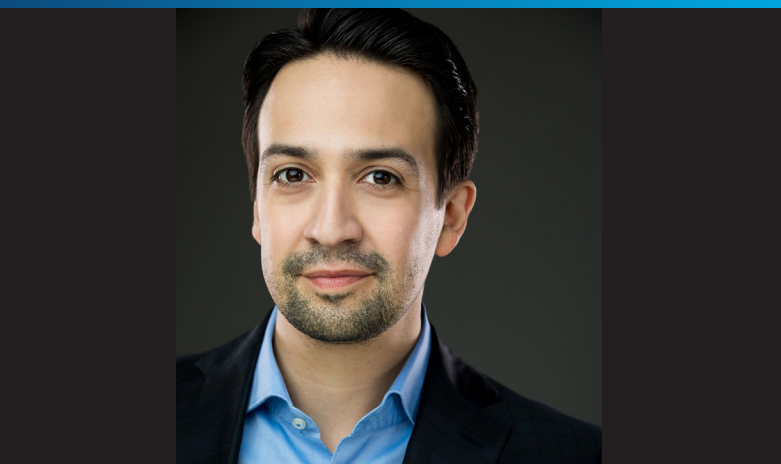
**OVER 500
MILLION** REACHED
IN MEDIA
COVERAGE

2022 Honoree Patti LaBelle

20+ C-LEVEL EXECUTIVES
FROM MAJOR
BROADCAST
COMPANIES



2022 Honoree José Andrés



2021 Honoree Lin-Manuel Miranda

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

62 NAB RADIO AND
TELEVISION BOARD
MEMBERS IN ATTENDANCE



2019 Honoree John Legend



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**SPONSORSHIP
OPPORTUNITIES**

EVENT SPONSORSHIPS

PLATINUM \$45,000

- ▷ 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
 - Name listing recognition during end scroll credits in the Celebration of Service to America television show, airing in summer 2023
- ▷ 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 2023 Celebration of Service to America website www.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 \$25,000

- ▷ 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 premium table
 - Logo featured during in-show recognition as a Gold Sponsor
 - Name listing recognition during end scroll credits in the Celebration of Service to America television show, airing in summer 2023
- ▷ Complimentary tickets for four 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 Gold Sponsor

- ▷ One half-page color ad in the Celebration of Service to America program book
- ▷ Recognition on NAB Leadership Foundation website
- ▷ Recognition on the 2023 Celebration of Service to America website www.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 \$20,000

- ▷ 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
 - Name listing recognition during end scroll credits in the Celebration of Service to America television show airing, in summer 2023
- ▷ 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
- ▷ Logo recognition on Celebration of Service to America invitation
- ▷ Company name recognition in the Celebration of Service to America program book as a Silver Sponsor
- ▷ Recognition on NAB Leadership Foundation website
- ▷ Recognition on the 2022 Celebration of Service to America website www.servicetoamerica.org to include your company's digital ads (300x250, 728x90, 160x600)

BRONZE \$10,000

- ▷ 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 2023 Celebration of Service to America website

SPONSOR TABLE \$7,500

- ▷ 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 \$2,500

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

INDIVIDUAL TICKET \$750

- ▷ One general seating ticket

EVENT SPONSORSHIP BREAKDOWN

TABLES AND TICKETS	PLATINUM	GOLD	SILVER	BRONZE	SPONSOR TABLE	SPONSOR TICKET
TABLES AWARDED	2	1	1	1	1	–
SEATS AWARDED	16	8	8	8	6	1
VIP AND GUEST SEATED	Yes	Yes	Yes	Yes	No	No
TYPE OF SEATING	Premium	Premium	Preferred	Preferred	General	General
VIP PHOTO OPPORTUNITY						
Celebration of Service to America VIP After Party/Photo Opportunity	6	4	2	0	0	0
VISIBILITY						
Recognition on Celebration of Service to America invitation	LOGO	LOGO	LOGO			
Recognition during end credit scroll of Service to America Awards television show	NAME	NAME	NAME			
Recognition on screens and signage in Welcome Lobby at the Gala	LOGO	LOGO				
Recognition in the Celebration of Service to America program book	LOGO	LOGO	LOGO	NAME	NAME	NAME
Color ad in the Celebration of Service to America program book	FULL	HALF	HALF			
Recognition on NAB Leadership Foundation website	✓	✓	✓	✓		
Recognition on the 2023 Celebration of Service to America Website	✓	✓	✓	✓		
Name listed as a sponsor in all pre-event and post-event press releases and media outreach	✓	✓				
PRICE						
	\$45,000	\$25,000	\$20,000	\$10,000	\$7,500	\$2,500

HIGH PROFILE BRAND OPPORTUNITIES

DINNER PROGRAM DISPLAY AD

- ▷ One full page advertisement - **\$5,000**
- ▷ One half page advertisement - **\$3,500**
- ▷ One back page cover advertisement - **\$10,000**

COCKTAIL RECEPTION SPONSORSHIP \$20,000

- ▷ 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 2023 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

VIP PHOTO OPPORTUNITY RECEPTION SPONSORSHIP \$10,000

- ▷ General seating for four at the Celebration of Service to America Awards
- ▷ Four 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

DINNER PROGRAM BELLY BAND SPONSORSHIP - \$5,000

(ONE AVAILABLE)

- ▷ General seating for two at the Celebration of Service to America Awards
- ▷ Logo inclusion on over 650 program book Belly Bands featured at each dinner place setting
- ▷ Logo featured in the program book as Belly Band 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
- ▷ Recognition on the Celebration of Service to America 2020 website
- ▷ Recognition on the NAB Leadership Foundation website
- ▷ Recognition on Welcome Lobby digital signage
- ▷ Recognition in promotional emails related to talent 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.

LET'S GET SOCIAL:



OfficialNABFoundation



@nabfoundation



nab_foundation



NAB Leadership Foundation



NAB Leadership Foundation