

# THE GOLDEN MIKE<sup>®</sup> AWARDS

**The Golden Mike® Awards Ceremony honors  
excellence in broadcast news**

More than 350 news professionals – *reporters, videographers, editors, writers, producers, managers, and executives* – will honor individual and group achievements. This is the only event in Southern California where major broadcast news influencers and decision makers are gathered in the same room.

Sponsorship is a great opportunity to showcase your business, promote your brand, network, and meet those who decide what's included in tomorrow's news.



## The Golden Mike® Awards History

In 1950, the Korean War began; the Peanuts comic strip was first published; Albert Einstein warns of nuclear war devastation; Network TV News was only 2 years old; TV News in Los Angeles had just started; LA Radio was still the preferred broadcast medium; James Dean got his first break in a Pepsi-Cola TV commercial, and the RTNA handed out its first Golden Mike® trophies

# Board of Directors

Our esteemed board represents news, broadcast, and media companies throughout Southern California

**RTNA**

RADIO & TELEVISION NEWS ASSOCIATION OF SOUTHERN CALIFORNIA



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Maydie Encinas  
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# Sponsorship Opportunities

We are pleased to present the following sponsorship opportunities for the Golden Mike Award's 75th ceremony on March 29<sup>th</sup>, 2025, at the Lowes Hotel at Hollywood and Highland, in the heart of Hollywood, CA.





## The President's Reception

- Title sponsorship
- 60-minute **pre-show** reception
- Your company listed on the invitations
- Ability to install signage in the reception area
- Ability to hand-out promotional materials
- Live mentions during awards show, with visuals
- Listing in the show program
- Possible partnership with beverage company for custom drink(s) – pending approval from hotel
- Mentions in all advance promotional releases
- Inclusion on the RTNASOCAL.ORG Website

**AVAILABLE: 1**

**Total investment: \$10,000**



## The Logo Wall and Photo Booth

- Your logo on the Step & Repeat Back Drop, exclusively co-branded with the RTNA's logo
- Your logo on the official awards photo frame given to winners and guests
- Ability to hand-out promotional materials
- Live mentions during awards show, with visual
- Listing in the show program
- Position on the official RTNASOCAL.ORG Website

**AVAILABLE: 1**

**Total investment: \$7,000**



## **Official RTNA Tote Bag**

**Co-brand on the official trophy bag**

- Your logo or name on the official trophy tote bag
- Your branding will appear on at least 400 bags
- Ability to hand-out promotional materials
- Live mentions during awards show, with visual
- Listing in the show program
- Position on the official RTNASOCAL.ORG Website

**AVAILABLE: 1**

**Total investment: \$5,000**



## Table Sponsor - Cluster

- Your logo/company name on a cluster of 5 tables with 10 guests at each table
- Ability to hand-out promotional materials
- Listing in the show program

**AVAILABLE: 6**

**Total investment: \$6,500 per 5 tables**



## Event Co-Sponsor

- Live mentions during show (at least 2x) with visual
- Listing in the show program
- Option: Tickets to dinner or donate them to RTNA guests.

**AVAILABLE: 5**

**Total investment: \$5,000 Each**



## The Winner's Reception

- Title sponsorship
- 60-minute **post-show** reception
- Your company listed on the invitations
- Ability to install signage in the reception area
- Ability to hand-out promotional materials
- Live mentions during awards show, with visuals
- Listing in the show program
- Possible partnership with beverage company for custom drink(s) – pending approval from hotel
- Mentions in all advance promotional releases
- Inclusion on the RTNASOCAL.ORG Website

**AVAILABLE: 1**

**Total investment: \$8,000**

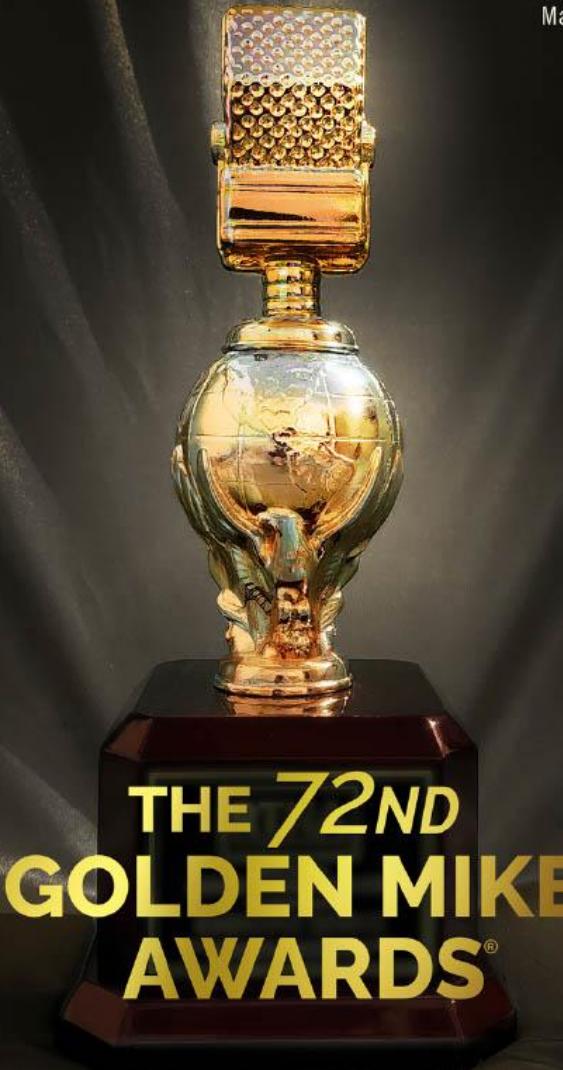


Do You Have an  
Idea for  
Sponsorship?

Please contact us. We'd love to hear  
your ideas - [info@rtna.org](mailto:info@rtna.org)

Honoring Excellence in Broadcast Journalism

May 21st 2022



RTNA

Radio & Television News Association of Southern California

# Advertise in the Official Golden Mike Program

[See the 2023 Program Here](#)

Or copy/paste this URL  
<https://bit.ly/3TeP0Aa>

# AD RATES

## **GOLDEN MIKE DINNER PROGRAM PRINT ADS**

Opening Spread Full Page Color \$5,500

Inside Front Cover Full Page Color \$4,500

Inside Back Cover Full Page Color \$4,500

Back Cover Full Page Color \$5,000

Full Page [Inside] Color \$3,500

1/2 Page Color \$2,000

## **VIDEO QUALITY**

Broadcast quality HD 1080i NTSC - Broadcast Quality 1280x720 high-resolution JPEG, TIFF  
(Please include a low-res JPEG or screenshot of the final artwork along with the PDF file)

## **GOLDEN MIKE DINNER VIDEO SPOTS**

Video ads are available to play during the show. The ads can also be embedded on our website and social media platforms.

All videos must be provided fully produced and ready for 'air' per specs below.

To learn more about our rates for video ads and placement, please contact us  
[info@rtna.org](mailto:info@rtna.org)

# AD SPECS

## ACCEPTABLE FILE FORMATS:

300 DPI high-resolution JPEG, TIFF or print ready PDF  
(Please include a low-res JPEG or screenshot of the final artwork along with the PDF file)

## DIMENSION AND BLEED:

- Final booklet is 8" W x 10.5" H in vertical format
- Live area is 0.375" ; away from all edges.
- Spread – 16" W x 10.5 " H with additional 0.125"; around all edges for bleed.
- Full Page - 8" W x 10.5" ;H with additional 0.125"; around all edges for bleed.
- Half Page – 8" W x 5.125" H with additional 0.125" ; around all edges for bleed.

## COLOR/IMAGES:

- This is a full-color (CMYK) booklet.
- Please work with images at 300 DPI/150 LPI in its actual dimensions for optimum resolution quality (e.g., when an image needs to appear as 8" W x 10.5" H in the final, make sure it's at 300 DPI at 8" W x 10.5" H to begin with, not enlarged to become 8" W x 10.5" H).

## Ad/Video Sales Information:

Maydie Encinas  
[info@rtna.org](mailto:info@rtna.org)

## Ad Submission/Specs:

Elaine Tran  
[elainetan@email.com](mailto:elainetan@email.com)



# RTNA Scholarship Fund

Helping future journalists and storytellers

- Mention during segment introduction
- Funds scholarships and endowment fund
- Listing in the show program
- Recipients are your guests at the ceremony
- Inclusion on the official RTNA.ORG Website
- Tax deductible as allowed by California and Federal tax laws.

Option: Scholarship Naming rights available (with board approval)

**AVAILABLE: Multiple**

**Investment: \$5,000 minimum**



# RTNA 'Vin Scully' Scholarship

Helping future sports journalists

- Mention during segment introduction
- Funds the official Vin Scully scholarship
- Listing in the show program
- Inclusion on the official RTNASOCAL.ORG Website
- Tax deductible as allowed by California and Federal tax laws.

This is the only scholarship approved and endorsed by the family of Vin Scully.

**AVAILABLE: Multiple**  
**Investment: \$5,000 minimum**

**Lock in your opportunity now!**

Lance Orozco: 818-429-3979

Steve Gregory: 818-441-4498

Maydie Encinas: 562-987-4545

RTNA: [info@rtna.org](mailto:info@rtna.org)

**Questions?**

*Thank you for your interest in supporting and preserving local journalism*

# RTNA

RADIO & TELEVISION NEWS ASSOCIATION OF SOUTHERN CALIFORNIA