



Golden Mike[®] Awards

Sponsorship Opportunities 2023

The Golden Mike® Awards is the nation's longest running broadcast news award



On March, 25th, 2023, the Radio & Television News Association of Southern California will produce its 73rd annual ceremony at the Universal Studio's Hilton Hotel in Universal City, CA

THE GOLDEN MIKE[®] 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 attend to honor individual and group achievements. This is the only annual event where every broadcast news and decision maker in Southern California are gathered at the same time.

Sponsorship is a great opportunity to showcase your business, promote your brand, or 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

Sponsorship Opportunities

We are pleased to present the following sponsorship opportunities for the Golden Mike Award's 73rd ceremony on March 25th, 2023, at Universal Studio's Hilton Hotel in Universal City, CA





The President's Reception

- Title sponsorship
- 90-minute pre-show host-bar reception
- Your company listed on the printed invitation
- 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
- Partnership with beverage company for custom drink(s) – pending approval from hotel
- Mentions in all advance promotional releases
- Inclusion on the new upcoming RTNA.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 new 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 RTNA.ORG Website

AVAILABLE: 1

Total investment: \$7,000



Table Sponsor

- Your logo/company name on a cluster of 5 separate tables
- Ability to hand-out promotional materials
- Listing in the show program

AVAILABLE: 6

Total investment: \$5,000 per 5 tables



Dinner Sponsor

- Live mentions during show (at least 2x) with visual
- Listing in the show program
- Option: Tickets to dinner

AVAILABLE: ~~5~~ ONLY 3 LEFT!!
Total investment: \$5,000 Each



Salute to Firefighter Pilots

This segment honors pilots from area agencies

- Mention during segment introduction
- Listing in the show program
- Sponsors a table of 10 recipients
- Position on the official RTNA.ORG Website
- Ability to offer promotional items
- Honorees are your guests

Option: Participation in introduction of segment

AVAILABLE: 4

ONLY 2 LEFT!!

Total investment: \$6,000 Each



Do You Have an Idea for Sponsorship?

Please contact us. We'd love to
hear your idea - info@rtna.org



RTNA Scholarship Fund

Helping future journalists and storytellers

- Mention during segment introduction
- Funds 3 scholarships and endowment fund
- Listing in the show program
- Winners are your guests at the ceremony
- Listing in the show program
- Inclusion on the official RTNA.ORG Website
- Tax deductible as allowed by California and Federal tax laws.

Option: Naming rights available (with board approval)

AVAILABLE: Multiple

Total investment: \$5,000 minimum

Select and Reserve Your Opportunity

Which sponsorship opportunity(ies) are you Interested in?

Total Commitment \$ _____

**Checks Payable to: RTNA
6520 Platt Avenue, #445
West Hills, CA 91307-3218**

Company _____

Contact _____

Email _____

Phone _____

Credit Card: Visa / MC / Amex / Discover

Number _____

Exp ____/____/20____ Security Code _____

**The RTNA will contact you to confirm and discuss logistics
Convenient billing options available**

Fill out form and email to: info@rtna.org

Lock in your opportunity now!

Lance Orozco: 818-429-3979

Steve Gregory: 818-441-4498

Maydie Encinas: 818-430-2861

info@rtna.org

Questions?

Thank you for your interest in promoting responsible journalism

The logo for the Radio & Television News Association of Southern California (RTNA) is centered on a black background. It consists of a gold-colored rectangular border. Inside the border, the letters "RTNA" are written in a large, bold, gold-colored sans-serif font. Below the letters, the full name of the organization is written in a smaller, gold-colored, all-caps sans-serif font.

RTNA

RADIO & TELEVISION NEWS ASSOCIATION OF SOUTHERN CALIFORNIA