

Sponsorship Guidelines

The Albuquerque Journal receives dozens of proposals for sponsorship every month; we will consider every proposal to see how they meet our needs. We have developed this set of guidelines to make our requirements and considerations clear to potential sponsorship seekers, and to encourage the presentation of proposals that will meet those needs.

Things to consider before requesting sponsorship:

- ❖ The Albuquerque Journal rarely enters into any "cash" sponsorships. Our preferred vehicle for assistance is through offering advertising for fundraising or other upcoming events.
- ❖ We will consider proposals for all categories except with those pertaining to individuals, or individual sports teams.
- ❖ We generally require a minimum of three months lead-time.
- ❖ We ask to receive all ads fully prepared, to arrive camera ready on a disk or electronically in PDF format. You are responsible for all information on your ad. We reserve the right to make needed changes to any ad that we receive.
- ❖ Deadlines are to be respected. Any ad that is not received by a set deadline will not be placed in the paper and will not be rescheduled for a future run date.
- ❖ Non-profit clients are offered ads on a space available basis. All editorial and paid advertising take priority. Donated ads will run on a space available basis. Therefore, we are willing to request certain sections of the paper, and certain run dates, but we are unable to guarantee ad placement or ad run dates.
- ❖ Commitments of sponsorship to upcoming events in no way affect a newspaper's coverage of the event, group, or program. Press releases must be sent independently to each newsroom and will not be distributed by the Marketing Staff.

To be considered for sponsorship, all proposals must include the following:

- ❖ Completed Sponsorship Application
- ❖ A Profile of the Organization
- ❖ A copy of documentation verifying the organization's 501c(3) status, if applicable.