



HOUSTON ASSOCIATION
of BLACK JOURNALISTS

SCHOLARSHIPS & AWARDS

SNEAKER *Ball*

PRESENTED BY



SPONSORSHIP PACKAGE



2025

HOUSTON ASSOCIATION OF BLACK JOURNALISTS
SCHOLARSHIP & AWARDS

SNEAKER *Ball*

"Soleful Party with a Purpose"

Providing scholarships is one of the founding principles of the Houston Association of Black Journalists, reflecting our deep commitment to higher education and its transformative impact on a person's future.

On behalf of the **Houston Association of Black Journalists**, we are excited to invite you to join us and become a sponsor of our annual **Scholarship Gala** on **Saturday, December 20, 2025**, at the historic Ensemble Theatre.

You are invited to put on your flyest attire, coupled with your favorite pair of sneakers, to enjoy a "Soleful Party with a Purpose" for this year's Sneaker Ball.

We will be honoring this year's media trailblazers while uplifting the next generation of media professionals. The Sneaker Ball is a professional FUNraiser for the **Houston Association of Black Journalists Scholarship Fund**.

In partnership with the support of community partners and stakeholders, like you, we have helped dozens of local minority students, and their families, realize their educational goals through the financial support of scholarships.

HABJ's Scholarship Gala is our largest annual fundraiser and your donation will help us to fund scholarships for promising students and provide internships that put talented young people on the road to success.



ABOUT HABJ

We are dedicated to shaping the next generation of media professionals.



The **Houston Association of Black Journalists** is a professional organization for journalists and communication professionals. Our organization provides training to empower journalists to engage the public and serve the public interest. We act as a guiding light for responsible journalism.

Furthermore, HABJ promotes programs that draw, aid, and ready young adults for careers in and outside the newsroom. We collaborate with employers and industry organizations to establish inclusive workplace initiatives that embrace and support a diverse workforce.

-
- 01 Journalism Advocacy
 - 02 Career Support
 - 03 Professional Development
 - 04 Local Connections
-

HOUSTON ASSOCIATION
of BLACK JOURNALISTS

SNEAKER *Ball*

A Look at Last Year's Event



HABJ HOUSTON ASSOCIATION of BLACK JOURNALISTS

BENEFITS

As a sponsor of our Annual Scholarship Gala, you will enable deserving students to attend life-changing programs, colleges, and universities regardless of their financial situation. In addition, you and/or your company will be recognized before our attendees.



01 Scholarship Awards

This special opportunity for you to be a Sponsor of our Annual Scholarship Gala includes enhanced options for intern selection, brand recognition, and visibility.

02 The Purpose

The purpose of our fundraiser is to raise funds to support students by providing financial assistance, workshops, and training, enabling them to pursue their studies in media and other communication related fields.

03 Sponsorship Benefits

Not only does your generous sponsorship benefit a fantastic cause, it also provides you with a unique marketing opportunity: exposure to our donors and patrons through print and online materials, advertising, and marketing that will reach and engage audiences across major print, radio, television, and digital platforms.

03 The Festivities

As a sponsor, you and your guests will enjoy an evening of cocktails, conversation and fellowship, all while showcasing your company among a highly influential audience.

CATEGORIES

Several options are available for partnership opportunity!

GOLD SPONSOR

\$25,000

- Recognition (logo) Presented By (Company Name) Sponsor
- Two (2) Premium VIP tables for 10 (20 guests total)
- Premium table placement
- Premium branding table display
- Special recognition during program
- Opportunity for company representative to provide remarks during program
- Photo opportunity with scholarship recipients
- Photos to be used throughout the year for marketing purposes
- Premium logo placement on Step and Repeat
- Premium branding on HABJ website homepage
- Premium branding on replay/archival event webpage
- Premium branding displayed on program booklet cover, and all artwork
- Premium branding displayed on all social media platforms

SILVER SPONSOR

\$10,000

- One (1) VIP table for 10 guests
- Premium table placement
- Brand/logo on table display
- Full-page AD placement in program booklet (8.5"x11")
- Verbal acknowledgment during program
- Premium Brand/logo placement on Step and Repeat
- Brand/logo on HABJ website homepage
- Brand/logo on replay/archival event webpage
- Brand/logo displayed on all social media platforms

CATEGORIES

Several options are available for partnership opportunity!

BRONZE SPONSOR

\$5,000

- One VIP table for 10 guests
- Brand/logo displayed on table
- Full-page AD in the event program booklet (8.5"x11")
- Brand/logo on Step and Repeat
- Brand/logo on HABJ website homepage
- Brand/logo displayed on all social media platforms

COMMUNITY

\$3,000

- One (1) reserved table for 10 guests
- Brand/logo displayed on table
- Half-page AD placement in event program booklet (8.5"x5.5")
- Brand/logo on Step and Repeat

TABLE SPONSOR

\$1,000

- One (1) reserved table for 10 guests
- Brand/logo displayed on Table

YES! INCLUDE ME/MY COMPANY AS AN HABJ PARTNER:

Partnership Levels :

☐ GOLD SPONSOR | \$25,000

☐ COMMUNITY SPONSOR | \$3,000

☐ SILVER SPONSOR | \$10,000

☐ TABLE | \$1,000

☐ BRONZE SPONSOR | \$5,000

☐ NO. WE ARE NOT ABLE TO SPONSOR THIS YEAR
BUT WOULD LIKE TO MAKE A TAX DEDUCTIBLE
DONATION OF \$

Contact Information :

First Name :

Last Name :

Address :

Zip Code :

Phone No :

E-Mail :

Corporate Billing Information :

Business Organization Name :

Website / E-Mail :

Position Business :

Phone Number :

Full Address :

City / Province :

Payment Method



Cash



Credit Card



Others

Card Number :

Expire Date :

Zip Code :

CVV. :

WWW.HABJ.ORG

SPONSORSHIP SALES - REBECCA BRISCOE

Houston Association of Black Journalists, P.O. Box 8413, Houston, Texas 77288

Your donation may be tax deductible. Please check with your tax advisor.



HOUSTON ASSOCIATION *of* BLACK JOURNALISTS

For additional sponsorship questions, please
contact HABJ Treasurer:

- 📍 Rebecca Briscoe
- ☎ 409-504-0569
- ✉ Briscoerbrs@aol.com
- 🖱 www.HABJ.org