



HOUSTON ASSOCIATION of BLACK JOURNALISTS

HOUSTON HOST CITY SPONSORSHIP OPPORTUNITIES

NABJ Convention & Career Fair (2026–2027)

2026: Houston Hoedown (Atlanta) | 2027: Welcome Wagon (Houston)

The Houston Association of Black Journalists invites your organization to partner with us as Houston takes the national stage as the 2027 host city for the National Association of Black Journalists (NABJ) Convention & Career Fair—an annual gathering that brings together thousands of media professionals, industry leaders, and communications executives from across the country. These sponsorship opportunities support two signature events introducing and welcoming Houston to a national audience. HABJ is assembling a select group of founding partners to support Houston’s introduction and welcome as the next host city.

PRESENTING PARTNER — \$50,000

(1 available)

- Naming rights for both years:
 - *Houston Hoedown (2026) presented by [YOUR name here]*
 - *Welcome Wagon (2027) presented by [YOUR name here]*
- Top logo placement on all materials
- Premier signage at event
- Verbal recognition
- VIP access (10 guests)
- Category exclusivity
- Featured in all media and press outreach
- Premium social media recognition across HABJ platforms
- Inclusion in both 2026 + 2027 events
- Option for activation presence

HOST CITY CHAMPION — \$25,000

- Prominent logo placement
- Recognition at events
- VIP access (6 guests)
- Inclusion in both years
- Social media recognition
- Swag inclusion

HOUSTON PARTNER — \$10,000

- Logo placement (mid-tier)
- Event recognition
- 4 VIP tickets
- Social media mentions
- Swag inclusion

COMMUNITY SPONSOR — \$5,000

- Logo placement (shared)
- 2 tickets
- Social media mentions

For sponsorship inquiries, contact:

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