



ONLINE
JOURNALISM
AWARDS™

GALA SPONSORSHIP PROSPECTUS

October 1, 2026

City Winery, New York City



ABOUT THE OJAs

For 27 years, the Online Journalism Awards have set the standard for excellence in digital journalism, honoring the reporting, storytelling and innovation that shape how the world stays informed.

Presented each year by the Online News Association, the OJAs have grown into the field's most trusted mark of distinction, with more than 700 honorees spanning major media, international and independent newsrooms alike. That trust is earned through rigor: finalists and winners are chosen through a two-step process in which industry-leading journalists screen entries and panels of senior-level professionals convene to select the honorees — a standard that has made the General Excellence award a defining recognition for the newsrooms shaping the field, from The New York Times and The Washington Post to ProPublica, CalMatters and Documented.



CELEBRATION AT-A-GLANCE

- Event:** The Online Journalism Awards Gala
Date: Thursday, Oct. 1, 2026
Time: 6:00 - 10:00 p.m.
Venue: City Winery, New York City
Audience: 250 attendees from newsrooms of all sizes
Milestone: 27th annual celebration of excellence in digital journalism

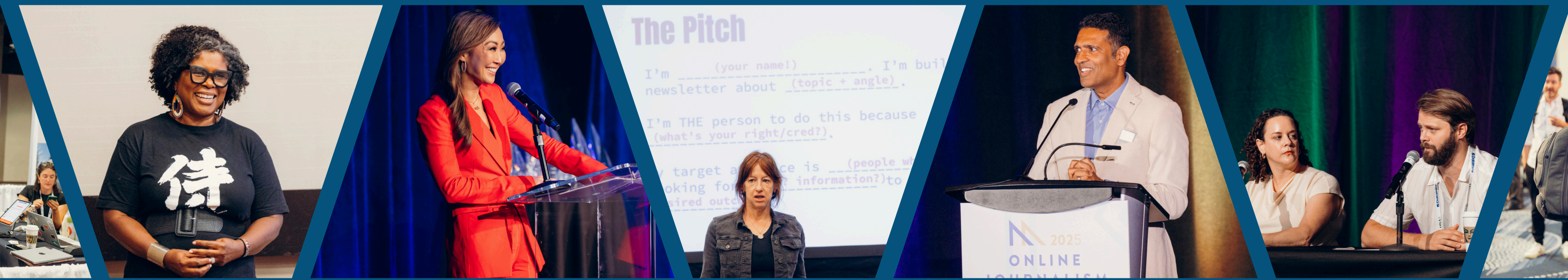


THE 2026 ONLINE JOURNAL AWARDS GALA

On October 1, 2026, 250 journalists, editors and newsroom leaders from the largest national outlets to the most resourceful independent newsrooms will gather at City Winery in New York City to celebrate this year's honorees.

There has never been a more meaningful moment to celebrate journalism done well. As the field navigates rapid technological change and works to deepen trust with the audiences it serves, the OJAs spotlight the newsrooms proving what's possible — and the organizations that choose to champion them.





WHY SPONSOR THE ONLINE JOURNALISM AWARDS GALA?

A sponsorship is felt far beyond a single evening. The support raised through the OJAs sustains ONA's work all year long — the education, training, and community that advance the organization's mission to inspire and support innovation and excellence in digital journalism, and the vision behind it: a journalism community that boldly innovates to better engage and inform the public. **To partner with the OJAs is to invest not only in a night of recognition, but in the future of the field it celebrates.**

Journalists were the original influencers, shaping what societies see, understand and value long before the word was ever tied to a follower count. **Partnering with the OJAs is about sharing that spotlight: standing among the storytellers, setting the standard for the field and being recognized as a champion of the journalism that informs the world.**

SPONSORSHIP BENEFITS OVERVIEW

BENEFIT	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Private reception ahead of Gala	✓					
Custom labeled wine bottles		✓				
Photobooth with branded pictures			✓			
Branded recognition across virtual and printed promotional materials	Top tier	✓	✓	✓	✓	✓
Logo display on barrels throughout the space	Top tier	✓	✓	✓		
Customized programming and promotional package beyond the OJAs	✓	✓	✓			
Tickets	Front-and-center VIP table for 10	Central VIP table for 10	Central VIP table for 10	Front-row VIP table for 10	Reserved table for 10	2
Option to include a premium branded gift in the attendee gift bag*	✓	✓	✓	✓		



Barrel branding examples at previous City Winery events. As Presenting Sponsor, your branding would be primary focus on these and other barrels.

PRESENTING SPONSOR: \$100,000

1 available

As the evening's Presenting Sponsor, your brand takes center stage, sharing the marquee with the talent who hosts the celebration and anchoring every touchpoint of the event.

- Top billing: “The OJA Ceremony, hosted by [Talent], presented by [Your Brand]” / “The OJA Ceremony presented by [Your Brand]” — featured across all virtual, electronic, and printed promotional materials, including invitations, registration and podium art
- Private meet-and-greet and VIP reception for 20, held on-site, ahead of the ceremony, with light appetizers, wine and non-alcoholic options
- Front-and-center VIP table for 10 (includes 10 tickets)
- Top-tier logo display on barrels throughout the space
- A customized programming and promotional package developed with ONA, extending your partnership beyond the OJAs through June 2027
- Option to include a premium branded gift in the attendee welcome bag*

PLATINUM SPONSOR: \$75,000

1 available

As the Platinum Sponsor, your branding pours throughout the evening.

- Custom-labeled wine bottles at every table, featuring your branding — designed in collaboration with ONA (deadline Aug. 1)
- Branded recognition across virtual, electronic and printed promotional materials
- Central VIP table for 10 (includes 10 tickets)
- Tiered logo display on barrels throughout the space
- A customized programming and promotional package developed with ONA, extending your partnership beyond the OJAs through June 2027
- Option to include a premium branded gift in the attendee welcome bag*



Examples of customized bottles created by City Winery for previous events.



GOLD SPONSOR: \$50,000

1 available

As the Gold Sponsor, your brand goes home with every guest, featured on the photos they take and keep from the night.

- One photobooth available for guests to take pictures with your branding on display
- Central VIP table for 10 (includes 10 tickets)
- Tiered recognition in virtual and printed materials
- Tiered logo display on barrels throughout the space
- A customized programming and promotional package developed with ONA, extending your partnership beyond the OJAs through June 2027
- Option to include a premium branded gift in the attendee welcome bag*

BEYOND THE ROOM: YOUR REACH

An OJA sponsorship extends well beyond the evening itself. In the weeks of promotion leading up to and following the ceremony, your brand reaches one of the most concentrated professional audiences in journalism — the editors, newsroom leaders, and digital innovators who shape the field.

- ONA Weekly newsletter — 20,000+ subscribers at a 48% average open rate, nearly double the industry norm
- LinkedIn — 14,000+ followers among journalism and media professionals
- Instagram — 6,900+ followers and our fastest growing digital community
- ONA Slack community — 6,200+ active members connecting year-round

Recognition across these channels places your organization in front of the people who define and drive the future of journalism — not a broad consumer audience, but the practitioners and leaders who set the standard.



SILVER SPONSOR: \$25,000

2 available

- Take a front-row seat to the celebration with premium placement and recognition among the evening's honorees
- Front-row VIP table for 10 (includes 10 tickets)
- Tiered recognition in virtual and printed materials
- Tiered logo display on barrels throughout the space
- Option to include a premium branded gift in the attendee welcome bag*



* PREMIUM BRANDED GIFT IDEAS

We're happy to help you choose something attendees will happily keep. A few crowd-pleasers for this audience and venue:

- Insulated tumblers or wine tumblers
- Power banks / portable chargers
- Premium notebooks
- Bluetooth item trackers
- Quality canvas totes or branded socks
- Local NYC artisan treats or chocolate
- Mocktail / cocktail mixers



BRONZE SPONSOR: \$10,000

4 available

- Reserve your seat at the celebration and stand alongside the newsrooms being honored
- Reserved table for 10 with priority placement (includes 10 tickets)
- Tiered recognition in virtual and printed materials

PATRON SPONSOR: \$1,000

Lend your name to the celebration and the year-round work behind it. Your support helps sustain ONA's mission, and your tickets can welcome a journalist who might not otherwise be in the room.

- Two tickets (for yourself or to provide as a scholarship)
- Tiered recognition in virtual and printed materials





SILENT AUCTION

The OJA silent auction invites partners to contribute a memorable experience, product or one-of-a-kind item, with proceeds supporting year-round training for journalists. Auction contributions are a meaningful, accessible way to support the celebration and reach an engaged audience of journalism leaders.

Donors are recognized in digital materials previewing the auction and in on-site signage. Ideas for silent auction donations include but are not limited to:

- Signed books
- Thematic gift baskets
- Subscriptions and memberships
- Event tickets
- One-on-one conversations
- Coaching / mentorship packages
- Vacation stays
- Conference passes
- Tech and gear bundles
- Behind-the-scenes experiences
- Professional headshots
- Curated experience
- Branded swag bundle

LET'S PARTNER

Every sponsorship opportunity shared in this prospectus can be tailored in collaboration with ONA to meet your goals.

To discuss an opportunity or develop a custom package, contact Hanaa Rifaey, ONA Deputy Director, at hanaa@journalists.org. We'll work with you to shape a partnership that meets your goals and reflects your commitment to quality journalism.

