



WASHINGTON STATE UNIVERSITY

Edward R. Murrow College of Communication

48th Murrow Symposium on April 3 - 4, 2024

What is Symposium?

Every year, the Edward R. Murrow College of Communication at Washington State University hosts the Murrow Symposium, an event that brings together experts in various fields of communication to share their applied knowledge and professional skills through master classes, panels, and keynotes. Their time and talent benefit our students studying journalism and media production and our strategic communication tracks in public relations and advertising. The symposium takes place on our Pullman campus with the keynote and choice sessions livestreamed and all others recorded to be shared the following week.

We advertise the Murrow Symposium to approximately 8,000 Murrow alumni and friends and 1,900 undergraduate and graduate students. During the event, we host networking opportunities for Murrow College alumni and induct honorees into our Alumni Hall of Achievement. We also present the Murrow Lifetime Achievement Award to a communication professional that the College feels represents the values and ideals of our namesake, Edward R. Murrow. **This year, we are incredibly excited to present this award to Maria Hinojosa.** She will also give our keynote address, which will be open to the public.

Sponsor Benefits

Our sponsors receive unique recognition benefits, including brand recognition, opportunities to recruit top communication students, and networking opportunities with industry leaders. Last year's hybrid event saw 850+ people register, with almost 700 individuals attending in person (of which 400+ were Murrow students). The Murrow Lifetime Achievement Award Ceremony and keynote honoring Dean Baquet attracted 300+ attendees in person and virtually. On a post-evaluation survey, Symposium attendees rated the overall event 8.8/10. The 2023 Symposium website had more than 20,000 views and 10,000+ link clicks from 3,700 users. The 2022 Symposium had an encompassing social media reach of over 82,000 people, with over 4,000 unique engagements and 597 link clicks.



| COUNTRY | EVENT COUNT |
|---------------|-------------|
| United States | 20K |
| Kenya | 42 |
| Germany | 37 |
| India | 28 |
| Somalia | 25 |
| Canada | 24 |
| Liberia | 23 |

Working with you

We can work with you to customize your sponsorship level and recognition package to best suit your needs. Sample sponsorship levels and recognition benefits are included below for your review. **To discuss this opportunity, please reach out to April Johnson at april.s.johnson@wsu.edu or 206-428-3026.**



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| Recognition Benefits | 48th Murrow Symposium Sponsor Levels | | | | | | |
|---|--------------------------------------|-----------------|-----------------|-------------------|-------------------|------------------|------------------|
| | \$1,000 | \$2,500 | \$5,000 | \$7,500 | \$10,000 | \$15,000 | \$25,000 |
| Pre-event Recognition | | | | | | | |
| Company listing on Symposium home page with direct link to website (URL of your choice) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customized Social media post | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| During Event Recognition | | | | | | | |
| Recruitment table - 8 ft table at Career & Research expo | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nametag Sponsor | | | | | | | |
| All Murrow Symposium registrants will receive a participant packet with nametags | | | | ✓ | | | |
| Nametags for speakers, alumni, and students will include your organization's logo | | | | | | | |
| Opening Keynote Sponsor | | | | | | | |
| All listings of event will be followed by "brought to you by your organization name" | | | | | | | |
| Branding present at in-person event and on virtual streaming | | | | | ✓ | | |
| Verbal acknowledgement and introduction at the beginning of the event | | | | | | | |
| Murrow College Alumni Hall of Achievement and Excellence Luncheon | | | | | | | |
| All listings of event will be followed by "brought to you by your organization name" | | | | | | ✓ | |
| Branding present at in-person event and on virtual streaming | | | | | | | |
| Verbal acknowledgement and introduction at the beginning of the event | | | | | | | |
| Sponsor of Edward R. Murrow Lifetime Achievement Award | | | | | | | |
| All listings of event will be followed by "brought to you by your organization name" | | | | | | | ✓ |
| Branding present at in-person event and on virtual streaming | | | | | | | |
| Verbal acknowledgement and introduction at the beginning of the event | | | | | | | |
| Additional Recognition Benefits from "You Pick" table (table is on page 2) | | ✓ Choose one | ✓ Choose two | ✓ Choose three | ✓ Choose three | ✓ Choose four | ✓ Choose four |
| Post Event Recognition | | | | | | | |
| Customized Social Media Post | | | ✓ | ✓ | ✓ | ✓ | ✓ |



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| You Pick Recognition Benefits | | | | | | | |
|---|---------------|--------------|--------------|----------------|----------------|---------------|---------------|
| | Sponsor Level | | | | | | |
| | \$1,000 | \$2,500 | \$5,000 | \$7,500 | \$10,000 | \$15,000 | \$25,000 |
| In the column of your chosen sponsorship level , place a check next to the additional recognition benefits you would like. | | ✓ Choose one | ✓ Choose two | ✓ Choose three | ✓ Choose three | ✓ Choose four | ✓ Choose four |
| Recruitment | | | | | | | |
| Job and internship listings in a "Symposium Classifieds" sent to all Murrow College students | | | | | | | |
| Job and internship listings in a "Symposium Classifieds" sent to all Murrow College alumni | | | | | | | |
| Brand Awareness | | | | | | | |
| Individual Sponsored Symposium Session | | | | | | | |
| Your choice of Master Class or Open Session. All listings of one session will be followed by "brought to you by your organization's name" | | | | | | | |
| 2-minute pre-recorded introduction/advertising video or a 2-minute live introduction from a representative of your organization | | | | | | | |
| Standard ad banner (sizes 300 X 250 or 728 X 90) in a digital newsletter to our 7,000+ audience of alumni and donors | | | | | | | |
| Standard ad banner (sizes 300 X 250 or 728 X 90) in a digital newsletter to undergraduate students | | | | | | | |