



The Bay State Banner

# Sala

CELEBRATING ONE YEAR OF NEW OWNERSHIP SUCCESS

THUR | 6 | JUNE

SIX O'CLOCK IN THE EVENING

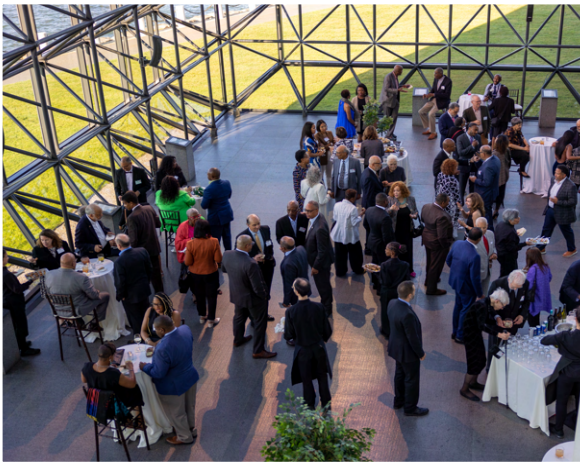
Bruce C. Bolling Municipal Building  
Nubian Square | Roxbury, MA



**SPONSORSHIP OPPORTUNITIES**

# THE BAY STATE Banner

## Empowering the Community for nearly 60 years...



The Bay State Banner is the largest African American owned news weekly in New England, reporting on political, economic, social and cultural issues of interest to African American and English-speaking Latinos in Boston and beyond. In addition to our weekly newspaper, we have daily updated content on our digital platform, as well as specialty publications: *Be Healthy*, which has won national awards for excellence in health care coverage, and *Banner Biz*.

Founded in 1965 by Melvin B. Miller, a graduate of Harvard College and Columbia Law School, the Banner provides its estimated 65,000 weekly print readers and an additional 120,000 monthly online readers with reports on a mix of local, national, and international news and cultural events. The Banner is the newspaper of record for communities of color around the region and has chronicled our struggles and successes for nearly 60 years.



# Why Become Sponsor?

## The Impact of The Banner

- Provides the urban beat of the Boston we live in and love.
- Preserves culture, educates, and engages communities of color in order to build understanding and engagement on important issues.
- Helps ensure a healthy democracy in the Bay State, keeping political figures, businesses, and community leaders accountable.

## Who Supports the Banner?

- Individuals who care passionately about Boston's communities of color.
- Civic-minded corporations and organizations who understand how we all benefit from a more diverse and inclusive city.
- New Bostonians seeking out BIPOC news & information.



# 2024 GALA CELEBRATION AND BROADCAST TELEVISION SPECIAL

Sponsors committed by April 15 will be included on the printed event invitation

## \$30,000 I Put the Paper to Bed Presenting Sponsor

- Presenting sponsor for Bay State Banner Gala event, Thursday, June 6, 2024
- Presenting sponsor for one-hour television special on WCVB Channel 5: “Bay State Banner Mel Miller Tribute,” Sunday, June 23, 2024, 12:30-1:30pm
- Up to three (3) minutes of promotional exposure during the broadcast
- Opening and closing presenting billboards at top and bottom of television show
- Appearance on television program and during Gala presentation
- Two (2) full-page ads in the printed Banner paper
- One month premium placement: Wide Skyscraper Digital Ad (300x600 pixel)
- Sponsor logo included in *Bay State Banner* Gala ads and promotional flyers
- Sponsor recognition on 8 social media posts
- VIP Lounge/Rooftop Reception
- Recognition by Emcee from the stage during the event
- Largest sponsor logo/name on event signage and in commemorative program
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 2 pre-event emails
- Eight (8) posts across social media channels
- Prominent logo placement on Step and Repeat wall at red carpet entrance
- Full Table of Ten (10) VIP tickets and reserved seating



**All sponsors will be celebrated on the Banner’s website and social channels, reaching more than 150K across Boston’s diverse neighborhoods.**

**Reserve your sponsorship here.**



# 2024 GALA CELEBRATION AND BROADCAST TELEVISION SPECIAL

Sponsors committed by April 20 will be included on the printed event invitation.

## \$25,000 I Read all about it Gala and Television Sponsor

- Six (6) Commercial spots and closing billboard mention
- One full-page ad in the printed Banner paper
- One ½ page ad in the printed Banner paper
- One month prominent placement rectangle digital ad (300x250 pixel)
- Sponsor logo included in *Bay State Banner* Gala ads and promotional flyers
- Sponsor logo on promotional flyer
- VIP Lounge/Rooftop Reception
- Recognition by Emcee at the event
- Large sponsor logo/name on event signage and in commemorative program.
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 2 pre-event emails
- Six (6) posts across social media channels
- Prominent logo placement on Step and Repeat wall at red carpet entrance
- Full Table of Ten (10) VIP tickets and reserved seating



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## 2024 GALA CELEBRATION Sponsorship Opportunities & Benefits

Sponsors committed by April 15 will be included on the printed event invitation

### **\$15,000 | Byline Gala Sponsor**

- Sponsor logo on promotional flyer
- Two (2) 1/2 page Ads in the printed Banner paper
- One Month Medium Rectangle Digital Ad (300x250 pixel)
- 2nd largest sponsor logo on event signage and program
- VIP Lounge/Rooftop Access
- Recognition by Emcee at the event
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 1 pre-event email
- Two (2) posts across social media channels
- Half table and five (5) VIP tickets



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## 2024 GALA CELEBRATION Sponsorship Opportunities & Benefits

Sponsors committed by April 15 will be included on the printed event invitation

### \$10,000 | Page Six Sponsor

- One 1/2 page ad in the printed Banner paper
- One 1/4 page ad in the printed Banner paper
- One Month Leaderboard Digital Ad (728x90 pixel)
- Sponsor name on event sign and program/map
- VIP Lounge/Rooftop Access
- Recognition by Emcee at the event
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 1 pre-event email
- Four VIP (4) Tickets



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## 2024 GALA CELEBRATION Sponsorship Opportunities & Benefits

Sponsors committed by April 15 will be included on the printed event invitation

### **\$2,500 | Editorial Sponsor**

- VIP Access to Rooftop reception
- Two (2) Tickets for event
- Name listed on Gala web page for one year



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## 2024 GALA CELEBRATION Other Sponsorship Opportunities

Sponsors committed by April 15 will be included on the printed event invitation

### **\$10,000 | TV Tribute**

- Presenting Sponsor
- 10 Tickets to event
- Logo placement throughout
- Logo on Step and Repeat wall

### **\$10,000 | After-Party Sponsor**

- Presenting Sponsor
- 10 Tickets to event
- Logo placement throughout
- Logo on Step and Repeat wall



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**FOR MORE INFORMATION OR TO RESERVE YOUR SPONSORSHIP:**

Contact Colin at [events@baystatebanner.com](mailto:events@baystatebanner.com)

**\*All logo inclusion and donor recognition subject to print production deadlines.**

- Commercial placement available (Upon Request)