

The Bay State Banner

*Sala*

CELEBRATING ONE YEAR OF NEW OWNERSHIP SUCCESS

THUR | 6 | JUNE

SIX O'CLOCK IN THE EVENING

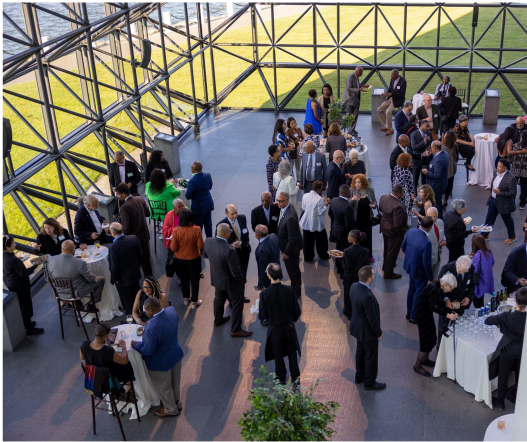
Bruce C. Bolling Municipal Building  
Nubian Square | Roxbury, MA



**SPONSORSHIP OPPORTUNITIES**

# THE BAY STATE Banner

## Empowering the Community for 59 years...



The Bay State Banner is the only African American owned news weekly in New England, reporting on political, economic, social and cultural issues of interest to African Americans, Blacks from Africa, the Caribbean, English-speaking Latinos and Whites in Eastern Mass. In addition to our weekly newspaper, we have updated content on our digital platform, as well as specialty publications: *Be Healthy*, which has won two 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 69,000 weekly print readers and an additional 150,000 monthly online impressions 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 59 years.**



## Why Become a Gala Sponsor?

### **The Impact of The Banner:**

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

### **Who Supports the Banner?:**

- Individuals who care passionately about Boston's communities of color.
- Readers seeking Boston's Black, Indigenous People of Color (BIPOC) news & information.
- Civic-minded corporations and organizations who understand how we all benefit from a more diverse and inclusive city.

### **Gala Sponsors Will Put Black History Curriculum in Classrooms Across the Commonwealth.**

A portion of the proceeds will cover the cost of 50 Massachusetts public high schools' two-year subscriptions to the comprehensive Black Facts® History curriculum, currently in use in many public and private schools across the country.

[Click here for more details.](#)

Reserve your sponsorship today: Contact Colin at [events@baystatebanner.com](mailto:events@baystatebanner.com)





## 2024 GALA CELEBRATION AND SPONSORSHIP OPPORTUNITIES

### **\$30,000 | PUT THE PAPER TO BED *PRESENTING SPONSOR***

#### **Appearance on television program and during Gala presentation**

- Presenting sponsor for one-hour television special on WCVB Channel 5: “Bay State Banner Mel Miller Tribute,” Sunday, June 23, 2024, 12:30-1:30 PM
- Up to three (3) minutes of promotional exposure during the broadcast
- Opening and closing presenting billboards at top and bottom of television show

#### **VIP Ticket To The Rooftop Lounge Reception**

- Full Table of Ten (10) VIP tickets and reserved seating
- Prominent logo placement on Step and Repeat wall at red carpet entrance
- Largest sponsor logo/name on event signage and in commemorative program

#### **Publicity Presenting Sponsors Will Receive**

- Sponsor 60-second promotional presentation from the stage
- Sponsor recognized in 2 pre-event emails
- One month premium placement: Wide Skyscraper Digital Ad (300x600 pixel)
- Two (2) full-page ads in the printed Banner paper
- Sponsor logo included in *Bay State Banner* Gala ads and promotional flyers
- Sponsor recognition on 8 social media posts
- Sponsor recognized on the Gala web page for one year
- Eight (8) posts across social media channels



**SPONSORS COMMITTED BY APRIL 30<sup>TH</sup>  
WILL BE LISTED ON THE GALA  
INVITATION!**

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

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## 2024 GALA CELEBRATION AND BROADCAST TELEVISION SPECIAL

**\$25,000 | READ ALL ABOUT IT**

### VIP Ticket To The Rooftop Lounge Reception

- Full Table of Ten (10) VIP tickets and reserved seating
- Large sponsor logo/name on event signage and in commemorative program.
- Prominent logo placement on Step and Repeat wall at red carpet entrance

### Publicity Read All About it Sponsors Will Receive

- Sponsors 60-second promotional presentation from the stage
- 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
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 2 pre-event emails
- Six (6) posts across social media channels

### Television Appearance

- Six (6) Commercial spots and closing billboard mention



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## 2024 GALA CELEBRATION

### Sponsorship Opportunities & Benefits

#### **\$15,000 | EDITORIAL**

##### **VIP Ticket To The Rooftop Lounge Reception**

- Half table and five (5) VIP tickets
- Recognition by Emcee at the event

##### **Publicity Editorial Sponsors Will Receive**

- 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
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 1 pre-event email
- Two (2) posts across social media channels



**SPONSORS COMMITTED BY MAY 15<sup>TH</sup>  
WILL BE LISTED ON THE GALA  
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## 2024 GALA CELEBRATION Sponsorship Opportunities & Benefits

### **\$10,000 | SPECIAL SECTION**

- Four (4) VIP Tickets To The Rooftop Lounge Reception
- Four (4) Tickets to Gala Event
- 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
- Recognition by Emcee at the event
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 1 pre-event email



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## 2024 GALA CELEBRATION Other Sponsorship Opportunities

### **\$10,000 | AFTER-PARTY SPONSOR**

- Premier After-Party Sponsor Recognition
- 10 VIP Tickets To Gala Event & Rooftop After Party
- Logo placement throughout
- Logo on Step and Repeat wall
- Sponsor recognized on the Gala web page for one year
- Sponsor recognized in 1 pre-event email

### **\$2,500 | BYLINE**

- Four (4) VIP Tickets To The Rooftop Lounge Reception
- Four (4) Tickets for Gala Event
- Name listed on Gala web page for one year



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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 PRODUCTION DEADLINES.**

Television Commercial placement available upon request!