

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



SPONSOR OPPORTUNITIES

THE BAY STATE Banner

Empowering Communities For More Than 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 and the Caribbean, English-speaking Latinos, and people of diverse ethnic backgrounds across Massachusetts. In addition to our print edition, we offer a digital platform updated regularly and popular specialty publications: *Banner Biz* and *Be Healthy*, which has won awards for excellence in health coverage.

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 continues to be the newspaper of record for communities of color around the region, chronicling our struggles and celebrating our successes.



Why Become a Gala Sponsor?

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 Put Comprehensive Black History Tools in Classrooms Across the Commonwealth.

A portion of the proceeds will cover the costs for 50 Massachusetts public high schools to receive two-year subscriptions to the [Ed-Tech Platform 'Diversity Schoolhouse'](#) from BlackFacts®, currently in use in many public and private schools across the country.

Reserve your sponsorship today | Email Colin at 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 MAY 3 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.**

Reserve your sponsorship today | Email Colin at events@baystatebanner.com



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 1/2 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



**SPONSORS COMMITTED BY MAY 3 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.**

Reserve your sponsorship today | Email Colin at events@baystatebanner.com



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 3 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.**

Reserve your sponsorship today | Email Colin at events@baystatebanner.com



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



**SPONSORS COMMITTED BY MAY 3 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.**

Reserve your sponsorship today | Email Colin at events@baystatebanner.com



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



**SPONSORS COMMITTED BY MAY 3 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.**

Reserve your sponsorship today | Email Colin at events@baystatebanner.com



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

Email Colin at events@baystatebanner.com

***ALL LOGO INCLUSION AND DONOR RECOGNITIONS
SUBJECT TO PRODUCTION DEADLINES.**

Television commercial placements available upon request!