



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](mailto:events@baystatebanner.com)

# 2024 GALA CELEBRATION AND SPONSORSHIP OPPORTUNITIES



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

### **Appearance on The Banner's TV special and during Gala presentations**

- Presenting sponsor for one-hour television special — independently produced by The Banner for broadcast on WCVB Channel 5\*:  
“Bay State Banner Mel Miller Tribute,” Sunday, June 23, 2024, 12:30-1:30 PM.  
*[\*WCVB does not have a role in the creation of this program.]*
- 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.**

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## 2024 GALA CELEBRATION & INDEPENDENT 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

#### **Appearance on The Banner's Independent Television Special**

- Six (6) commercial spots and closing billboard mention



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## 2024 GALA CELEBRATION AND 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.**

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## 2024 GALA CELEBRATION AND 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 AND SPONSORSHIP OPPORTUNITIES & BENEFITS

### **\$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:**

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

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

Advertising spots in The Banner's television special are available on request!