



COMMUNITY JOURNALS

EVENT SPONSORSHIP POLICY

- **PLEASE REVIEW THE FOLLOWING TERMS BEFORE SUBMITTING A SPONSORSHIP REQUEST.** If they match up with your goals and capabilities, please [submit your information](#) and we will respond to your inquiry.
- **WE HAVE IDENTIFIED OUR COMMUNITY SPONSORSHIPS FOR THE 2014 CALENDAR YEAR.** Our discounted ad space, in large part, has been accounted for. As a locally owned organization, we are sensitive to giving back to the community where our publications were born and raised. *We average \$260,000 in donated and discounted ad space to charitable organizations each year.* Please review the following terms and conditions before submitting a sponsorship inquiry or request.

EVENT SPONSORSHIP TERMS

- **ORGANIZATIONS MUST COMMIT TO A MINIMUM OF \$2,000 CASH SPENDING PER EVENT. IF THE ORGANIZATION HAS MULTIPLE EVENTS PER CALENDAR YEAR, THEN WE WILL DISCOUNT REQUIRED MINIMUM TO \$1,500 CASH SPENDING PER EVENT.**

- **ORGANIZATIONS WILL RECEIVE 50% DISCOUNT OFF EARNED RATE FOR THEIR SPENDING. OUR SPONSORSHIP RECOGNITION WILL BE BASED ON THE VALUE OF THIS DISCOUNT.**
 - **Example- XYZ organization commits to \$3,000 in cash spending**
 - We tailor an ad campaign with this budget
 - (2) $\frac{3}{4}$ pages in GJ at Open Rate= \$6,296
 - We apply a 50% discount bringing total cash investment to \$3,148
 - Our sponsorship recognition would be based on the value of the 50% discount
 - XYZ organization is charged \$3,148 in cash and \$3,148 in sponsorship benefits

 - **Example- ABC organization commits to \$6,000 in spending**
 - We tailor an ad campaign with this budget
 - (8) $\frac{1}{2}$ pages in GJ at 8x rate= \$13,272
 - We apply a 50% discount bringing total cash investment to \$6,636

- Our sponsorship recognition would be based on the value of the 50% discount
- ABC organization is charged \$6,636 in cash and \$6,636 in sponsorship benefits

- **WE DON'T ASK FOR EXCLUSIVES.**

- **THEY ONLY BENEFIT THE MEDIA PARTNER NOT THE ORGANIZATION. IF THERE ARE OTHER MEDIA PARTNERS INVOLVED, WE ASK THAT THIS BE DISCLOSED SO THAT WE ARE GIVEN THE OPPORTUNITY TO MATCH THEIR LEVEL OF GIVING.**

- **WE ASK THAT WE ARE NOT SEGMENTED AS AN IN-KIND OR MEDIA SPONSOR. WE FEEL OUR RECOGNITION SHOULD REFLECT THE VALUE OF OUR UNIQUE, TARGETED DISTRIBUTION, REACH, AND BRAND EQUITY IN THE MARKET. SO, IF WE OFFER A \$5,000 DISCOUNT ON THE AD CAMPAIGN, THEN WE ASK THAT WE BE ACKNOWLEDGED AT THE \$5,000 SPONSORSHIP LEVEL.**

- **OUR LOGO MUST BE INCLUDED IN ANY ADS THAT RUN IN OUR OWN PUBLICATIONS.**

WHY HAVE GREENVILLE JOURNAL, UBJ, OR TOWN SPONSOR AN EVENT?

- Brand Association and Reach
- Loyal readership and event following
- Cross promotion with our social media accounts
- Timely post event photography in our publications (we ask that each organization have a back-up plan and submit their own photography with subject's names in case we are not able to get a photographer to the event)

NO BUDGET? NO PROBLEM.

- We encourage organizations to seek a sponsor to help cover the costs associated with marketing. If this is not an option, we dedicate editorial space within our publications to promote upcoming local events. This is a FREE opportunity to share the basic information about your event. Inclusion, however, is NOT guaranteed.
 - “The Good” in Greenville Journal
 - “The List” in TOWN
 - event calendar in UBJ

○ Please submit your content for editorial consideration to the following contacts:

- Greenville Journal and Upstate Business Journal | [Susan Simmons](#), Executive Editor
- TOWN | [Blair Knobel](#), Editor in Chief