



SPONSORSHIP OPPORTUNITIES

2021 NEW ENGLAND NEWSPAPER CONFERENCE October 21 and 22, 2021

The newspaper industry is evolving and publishers of all sizes are seeking new programs, solutions and technologies to help grow their business.

Sponsorships connect you with senior level attendees during the virtual event, but also give you premium exposure to NENPA members through website banners, emails social media, logo placements and our new member community.

Sponsorship packages provide opportunities to reach your potential customers in a cost effective manner. Sponsorships are limited, so act quickly. Annual and custom packages are also available, please ask!

2021 New England Newspaper Conference sponsorships provide unique opportunities to reach the decision makers and influencers in the New England newspaper industry.

Conference Sponsorship	Platinum	Gold	Silver
Qty Available	1	3	8
Rate	\$1,500	\$1,000	\$750
*30 Second Video Intro	At the beginning of each days program.	No	No
Company Verbal Reference	Each day at beginning of daily program and beginning of awards program.	Each day at beginning of daily program and beginning of awards program.	No
Rotating Slide Before Program Start Each Day	Yes	Yes	Yes
Company Logo	On event landing page and header.	On event landing page	On event landing page
Event Session Sponsor	Primary sponsor all sessions	Additional sponsor all sessions	No
Registrations Included	Four included	Three included	Two included
Booth Live Or Virtual	Yes - Premium location	Yes - Good location	Yes
NENPA Membership 2021 - 2022	Affiliate Company Membership included until the end of June 2022.	Affiliate Company Membership included until the end of June 2022.	No
Banner* Ads Nenpa.com	300 x 250 and 1000 x 300 ad position on homepage, conference pages and eBulletin until end of June 2022.	300 x 250 ad position on homepage, conference pages, and eBulletin until end of June 2022.	300 x 125 ad position on homepage, conference pages, and eBulletin until end of June 2022.
Newsletter Ads	Primary Sponsor position in two NENPA emails and two direct sends.	Primary Sponsor position in one NENPA email and one direct send.	Primary Sponsor position in one NENPA email.
Social Media Shoutouts	Yes	Yes	Yes
Member Community Industry Partner Page	Until the end of June 2022	Until the end of June 2022	Until the end of June 2022
Member Community Sponsored Posts	4 times per year	2 times per year	1 times per year
Member Community Sponsored Webinar	1 per year	No	No

*30-second video supplied by the sponsor with information about the company or a short Powerpoint that we will turn into a video for you. **All digital ads rotate with NENPA house ads. Sponsors are responsible for supplying logos and other content in a timely manner to receive the best possible promotion outcome.

To reserve your sponsorship today, contact Tara Cleary, NENPA Social Media Marketing Manager at t.cleary@nenpa.com or call at (617) 520-4585. Visit nenpa.com for more information!