

A low-angle, upward-looking photograph of several tall skyscrapers against a clear blue sky. The buildings feature a mix of architectural styles, including glass facades and brickwork. The perspective creates a sense of height and urban density.

# SPONSORSHIP PROPOSAL

PRESENTED BY

# The Daily Free Press

THE NEXT EDITION: BOSTON  
STUDENT JOURNALISM CONFERENCE

# The Next Edition: Boston Student Journalism Conference

Boston University  
Sunday, April 22<sup>nd</sup>

## Who We Are:

The Daily Free Press is Boston University's only independent, student-run newspaper. The newspaper is published digitally every weekday and in print on Thursdays through the Back Bay Publishing Co., Inc., a nonprofit Massachusetts corporation operated by Boston University students. The Daily Free Press was founded on May 5, 1970. For more information, visit [dailyfreepress.com](http://dailyfreepress.com).

Circulation: 5,000  
UVM: 47,000

## Intention:

As Boston University's independent, student-run newspaper, we want to connect college-level student journalists from all over the city with working industry professionals in order to form career-long bonds and inspire renewed dedication to our craft. With the field of journalism facing difficulties both politically and financially, it is more imperative than ever before for young journalists to be encouraged to pursue careers in the media and to be introduced to local employers.

## Target Groups & Demographic:

- Expected attendance of 120 people
- Age range of 18-22
- Anticipated audience from the following universities:
  - Boston University
  - Northeastern University
  - Tufts University
  - Massachusetts Institute of Technology
  - Harvard University
  - Boston College



## Event Overview:

Boston University Photonics Center  
8 St. Mary's Street, Boston, MA 02215  
Sunday, April 22th 2018  
10 a.m. - 5 p.m.

The day is planned to be a business casual affair. It will be promoted to all journalism or communication students from universities in the Boston-metro area. The conference will feature one keynote speaker and one keynote panel, with multiple sessions to choose from throughout the day. Networking at the end of the conference will include tables for potential employers and opportunities for students to meet professional journalists and hiring managers.

Time	Event
10-10:30 a.m.	Guests arrive, welcome address
10:30-11 a.m.	Morning Keynote Speaker
11 a.m. -12 p.m.	Panel A: How to Stand out on Paper
	Panel B: Crossing the Media Divide
12-1:15 p.m.	Lunch
1:30-2:30 p.m.	Keynote Panel - Recent Grads
2:30-3:30 p.m.	Panel C: Understanding Audience Engagement
	Panel D: Breaking into the Magazine Business
	Panel E: Mastering Beat Reporting
3:30-5 p.m.	Networking Reception



## Sponsorship Options:

We are pursuing sponsorship to alleviate the costs of this conference and give companies the opportunity to support the emerging group of professional journalists in Boston. Sponsors will have exposure to a targeted group of clientele for the length of the conference. We are seeking monetary contributions of:

### **Bronze: \$100**

General access to the event for you and your guest list

Recognition and logos included on website and in all promotional materials

### **Silver: \$300**

Bronze +

Logo included on all signage during the conference

### **Gold: \$500**

Silver +

Shout-outs during the welcome address and networking event

Reserved space to recruit and network throughout the conference

### **Lunch: \$600**

Gold +

Continued promotion during lunch at the conference

