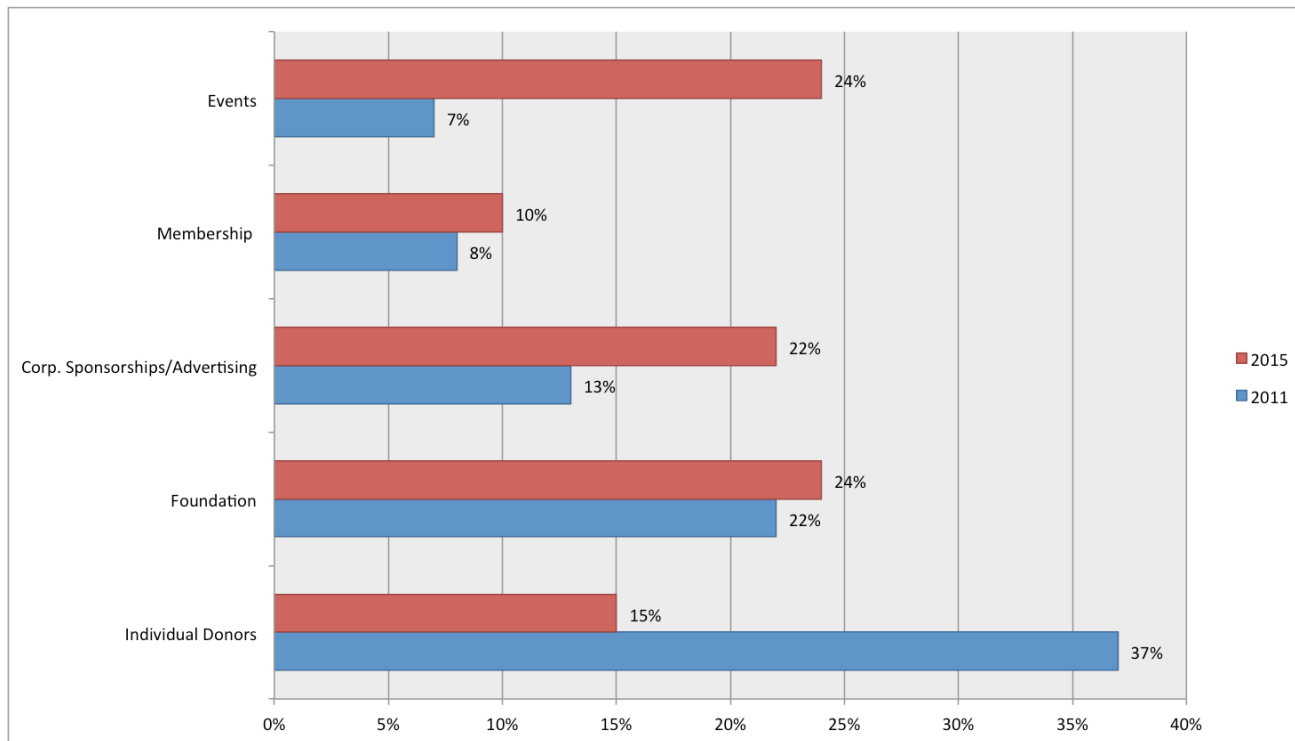


Events as a Key Source of Revenue

Agnes Varnum
Director of Events

Revenue Breakdown



2015 Stats

Total Events: 52

Income: \$1.57m

Expenses: \$560k

In-Person Audience: 12,140

Livestream Unique Views: 81,943



Keep Production Costs Low

Room Rental

Can you partner w/ an organization with a room?

A/V

No sound? no video? why?

Catering

Do you need snacks?

Printing

Signage, program



Partners & In-Kind Donations

A Conversation with Sen. Carlos Uresti and Rep. Poncho Nevárez



Wednesday, April 13, 2016

11:30 a.m. - 1 p.m.

Conversation begins at 12 p.m.

Sul Ross State University

U.S. 90, Alpine, TX 79830

RSVP

Questions? Please [mail](#) or [call](#) us.

PRESENTED BY



**BlueCross BlueShield
of Texas**



Please join us for lunch and a conversation with state Sen. **Carlos Uresti** and state Rep. **Poncho Nevárez**, moderated by Texas Tribune CEO and editor-in-chief **Evan Smith**.



Sales and Production Are Separate

Sponsorships

Package of assets that support marketing plans, including events, digital ads, op eds, etc.

Dedicated sales personnel

[Media Kit](#)

SPONSORSHIPS



April Hinkle
Chief Revenue Officer

EVENTS



Agnes Varnum
Director of Events

Events as a Key Source of Revenue

Keep production costs low

Secure partners and in-kind donations when possible

Utilize professional sales people and include events as an asset

** Bonus: Underpromise and overdeliver

