

**Sponsoring at America's Newspapers PIVOT 2020 provides a unique opportunity to reach the influencers and decision-makers in the newspaper industry.**

The newspaper industry is evolving and publishers of all sizes are seeking new programs, solutions and technologies to help grow their business. PIVOT 2020 sponsorships will connect you with attendees at the virtual meeting, but also give you premium exposure to members of America's Newspapers through email, social media and digital messages.

Each carefully crafted sponsorship package provides opportunities to reach your potential customers in a cost-efficient manner. Sponsorships are limited, so act quickly. **To reserve space**, contact Greg Watson, chief marketing officer of America's Newspapers at: [gwatson@newspapers.org](mailto:gwatson@newspapers.org) or 847-282-9850, ext. 104.

	RATE	30-SECOND VIDEO INTRODUCTIONS	COMPANY REFERENCED DURING SESSIONS	DIGITAL BRANDING	NEWSLETTER RECOGNITION	SPONSORSHIP IMPRESSIONS	SHOUTOUTS: FACEBOOK & TWITTER	RECOGNITION ON DAILY CONFERENCE WRAP-UPS	LOGO ON SPONSOR MATERIALS	# REGISTRATIONS INCLUDED
<b>SPONSORSHIP OPPORTUNITIES</b>										
Platinum Sponsor 1 available	\$5,000	At beginning of one track each day (3 tracks total) * see below	At beginning and end of each day (6 announcements)	Primary ad position on newspapers.org and newspapers.org/pivot	Primary ad position in 1 newsletter each week for 4 weeks; 1 post-conference	50,000	Yes	Primary recognition every day during conference	Yes	5 included; Additional registrations @ \$99 each
Custom Platinum PLUS Sponsor 1 available	Call to discuss; depends on customization	At beginning of one track each day (3 tracks total) * see below	At beginning and end of each day (6 announcements)	Primary ad position on newspapers.org and newspapers.org/pivot	Primary ad position in 1 newsletter each week for 4 weeks; 1 post-conference	50,000	Yes	Primary recognition every day during conference	Yes	5 included; Additional registrations @ \$99 each
Gold Sponsor 1 available	\$3,500	At beginning of one track during conference (1 track total) * see below	At beginning and end of each day (6 announcements)	Secondary Gold ad position on newspapers.org and newspapers.org/pivot	Ad in 2 newsletters prior to conference; 1 post-conference	35,000	Yes	Gold recognition every day during conference	Yes	3 included; Additional registrations @ \$99 each
Silver Sponsor			At beginning of each day (3 announcements)	Silver ad position on newspapers.org and newspapers.org/pivot	Ad in 1 newsletter prior to conference; 1 post-conference	20,000	Yes		Yes	2 included; Additional registrations @ \$99 each
Bronze Sponsor			At beginning of each day (3 announcements)	Bronze ad position on newspapers.org and newspapers.org/pivot	Ad in 1 newsletter prior to conference	15,000	Yes		Yes	2 included; Additional registrations @ \$99 each
Supporting Sponsor No limit	\$500			Supporting ad position on newspapers.org and newspapers.org/pivot	Ad in 1 newsletter prior to conference		Yes		Yes	1 included; Additional registrations @ \$99 each

\* Video introductions can be a 30-second pre-recorded video of the sponsor introducing the session OR a 30-second video supplied by the sponsor with information about the company.

**Refund policy on sponsorship cancellations:** 75% of fee refunded if cancelled by August 15; 50% of fee refunded if cancelled by September 1; No refunds after September 1.