**Why Sponsor the Media Consortium Conference?**

The Media Consortium is a North American network of 79 independent news outlets, collectively reaching over 100 million people a day. Our member outlets are multiplatform—online, in print, and on the air. Prominent members include Mother Jones, The Nation, Democracy Now!, The Chicago Reporter, Truthout and Colorlines.

On the upcoming occasion of our 10th anniversary, the indpeendent news sector faces a welcoming set of challenges—and opportunities. The Black Lives Matter movement has raised awareness that independent progressive outlets must do a better job of reporting on race issues. This new civil rights movement has created a significant opportunity to reframe what it means to be an “independent” news outlet—but grasping that opportunity means that outlets must both diversify their staff and adopt a race equity lens.

To take advantage of this moment, the Media Consortium is dedicating our 2.5 day conference to race equity. Day one will provide the usual menu of business, edit and marketing sessions, but 75% of the speakers will be people of color and sessions will all have a race equity lens. Day two will be given over to a training run by Race Forward designed to provide participants with practical tools, skills and strategies for addressing structural racism. The outcome we aim for is that news outlets will approach all their work—edit and business—with a race equity lens.

The Media Consortium stands ready to this task. But we need your help. Your sponsorship will ensure that our 10th annual conference paves the way for a new era for independent news. Thanks for your support.

Media Consortium Annual Conference: Sponsorship Levels

**Opening Reception/Impact Awards: $5000 (1)**

*Host our our annual awards ceremony and cocktail reception on Friday, February 19, 2016 honoring the most impactful stories of 2015. Held at Phillycam, this event will also provide an opportunity for members to learn more about community media*

* Opportunity to make a brief announcement
* Opportunity to distribute branded materials on tables at reception
* Opportunity to host a table in our exhibit area
* 2 full conference registrations
* Logo and link prominently placed on conference website
* Onsite signage

**Plenary Lunch: $5000 (2)**

*Host a 1.5 hour lunch on Thursday February 18 or Friday February 19, 2016*

* Opportunity to make a brief announcement
* Opportunity to distribute branded materials on tables
* Opportunity to host a table in our exhibit area
* 2 full conference registrations
* Logo and link prominently placed on conference website
* Onsite signage

**Badges and Registration Desk: $3,000**

*Dedicated branding and handouts (provided by Sponsor) at registration area, with Sponsor logo displayed on all badges worn by attendees*

* Opportunity to host a table in our exhibit area
* 2 full conference registrations
* Logo and link prominently placed on conference website
* Onsite signage

**Coffee Break: $2,500 (4)**

*Host a refreshment break in either the morning or afternoon. Sponsor logo displayed on refreshment table.*

* Opportunity to host a table in our exhibit area
* 2 full conference registrations
* Logo and link prominently placed on conference website
* Onsite signage

**Sponsor a Session: $500-2,500**

*You will be thanked at the start of the session*

* Logo and link prominently placed on conference website

**Program Direction for the Media Consortium’s 10th Anniversary Conference**

Feb 17: Celebrate Our Success

An Evening program will celebrate all we have done.

Feb 18: Communities, not Audience

As we pivot from past to future, we will focus on how we engage our readers/viewers/listeners, focusing not just on tools (like the Coral Project and Hearken) but also on how we think about and interact with the people formerly known as the audience.

Feb 19: Race Matters

The future of news is all about being able to connect with readers/viewers/listeners and their communities—and these people will increasingly be people of color. What challenges do independent news media face in connecting with communities of color, and how do we overcome these challenges? What models are out there? Training provided by Race Forward.

Feb 20: From Theory to Practice

On our last day, we will drill down into business and editorial specifics, applying the learning of the past days into future practices.

**Speakers /Presenters (committed**)

Stanley Nelson, Director, The Black Panthers

Keith Woods, Vice President for Diversity, NPR

Sabrina Voulvoulais, Editor, El Dia

Sydette Harry, The Coral Project/Mozilla

Susan Smith Richardson, The Chicago Reporter

Ryan Kellett, Engagement Editor, Washington Post

Sharis Delgadillo, Vice President, Latino Rebels

Priya Kumar, New America Foundation

Bryan Mercer, Media Mobilizing Project

Johann Calhoun, Editor, The Philadelphia Tribune