

MEDIA KIT 2023 -24

SPONSORSHIP PACKAGES

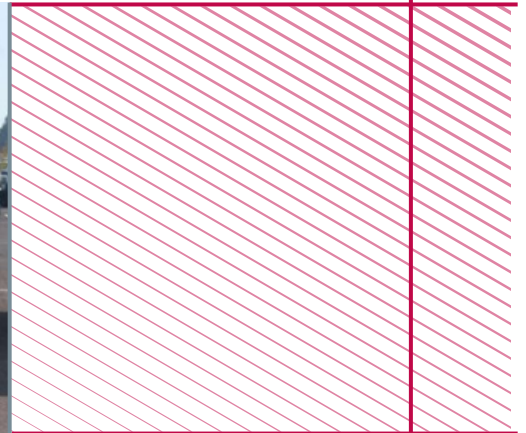


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SUPPORTING STUDENT JOURNALISTS

THIS SEMESTER'S ZINE SPONSORSHIPS WILL GO
TOWARDS SENDING PROMISING JOURNALISM STUDENTS
TO THE [ACP SPRING COLLEGE MEDIA CONFERENCE](#).




About us

Started in December of 2021, Vibrant Voices is a student-founded and student-run newsroom focused on uplifting underrepresented voices in the media, and providing culturally competent coverage of our vibrant community on and off-campus.

*Representation
matters.*

OUR WORK

A MULTIMEDIA PRODUCTION HUB




Our Cover Photo

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WRITING

Published both in our semesterly zine, and our website.



AUDIO

The Little Voices Podcast featuring diverse guests and topics.



VIDEO

Mini docs and web videos to share unique perspectives and people.



All of our published works can be found on our website: vibrantvoicesunr.com.

PROGRAM FUNDING

JOURNALISM PATHWAYS INITIATIVE

This program aims to empower and inspire journalism students by funding their attendance to journalism conferences, and giving them the opportunity to meet and hear from industry professionals.



REGISTRATION

\$145 EACH

Conference registration

FOOD & BOARD

\$1500

For two students

TRAVEL

\$1000

Air Travel & Uber stipends

TOTAL FUNDING NEEDED: \$2,790

Students will be attending the 2024 ACP Media Convention in La Jolla, CA from March 6 - 10.

OPERATIONS FUNDING

GOALS IN ORDER OF PRIORITY

WEBSITE

Domain, Squarespace Website, Email Campaigns **\$172/ annually**

ZINE PRINTING

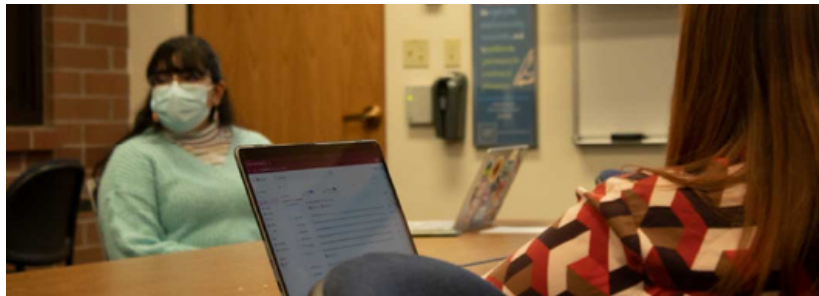
200 copies per semester **~\$415 / annually**

NONPROFIT START UP COSTS

Incorporation, 501(c)(3) status application, Annual Report **\$700**

REPORTER STIPENDS*

2 reporters per semester, and 1 reporter in the summer. Average hourly: \$17.49, 5 hours a week **\$7,800 / annually**



Vibrant Voices

**The reporter stipend program will begin when we have achieved funding for at least one reporter per semester.*

SPONSORSHIP PACKAGES

OVERVIEW



HELPER - \$100

- Social Media Shout Out
- Logo / 1/8 Page Ad



ADVOCATE - \$150

- Social Media Shoutout
- 1/4 Page Ad



REBEL - \$200

- Social Media Shoutout
- 1/2 Page Ad
- Podcast Mention (15s)



REFORMER - \$250

- Social Media Shoutout
- Full Page Ad
- Podcast Mention (15s)



CHAMPION \$300+

- Social Media Shoutout
- Full Page Ad
- Full Podcast Ad Spot (30s)

SPONSOR ADD ONS

OVERVIEW



START UP \$50 DISCOUNT

For businesses in their first three years of operations.

Applies to all levels except CHAMPION.



STUDENT BUSINESSES \$100 DISCOUNT

For students or recent grads (2022 and later) at the University of Nevada, Reno or Truckee Meadows Community College.

Applies to all levels except HELPER.



TWO SEMESTER COMMITMENT ADD \$150

Guaranteed ad spots in our zine for two semesters.

Applies to all levels except HELPER.

SPONSOR DEADLINES

OCTOBER 27 - INTENT TO SPONSOR

If you would like to buy a sponsorship package from us, please send us an email at [**vibrantvoicesunr@gmail.com**](mailto:vibrantvoicesunr@gmail.com) with: (1) package name, (2) frequency of one or two semesters, and (3) if you would like us to design your ad for an extra cost.

NOVEMBER 10 - AD FIRST DRAFT

Please send us your advertisement for review. We will describe any required or recommended changes within 48 hours of submission.

NOVEMBER 20 - AD FINAL DRAFT FOR PRINT

All final drafts MUST be submitted on this date in order to make it into the zine. If a final draft is not submitted at this time, we cannot guarantee it will make it into print.

NOVEMBER 21 - SPONSORSHIP PAYMENT COLLECTED

Due to the conditions for the final draft, we will be collecting payment up to one day past the deadline to submit the final advertisement.

FAQ's

HOW CAN I DONATE WITHOUT BEING A SPONSOR?

Donors that do not want advertising space in our publications can donate directly at the **UNR Giving Website**.

Instructions on how to donate can be found here:
<http://bit.ly/3LRup16>

CAN I CLAIM MY SPONSORSHIP OR DONATION AS A TAX-DEDUCTION?

Only monetary or donations-in-kind are tax deductible. Our sponsorship packages are not considered tax deductible since they are in exchange for advertising.

ARE THERE OTHER WAYS I CAN HELP IF I CAN'T MAKE A MONETARY DONATION?

Yes! We are always looking to expand our audience and increase the reach of our programs. If you can't offer a monetary donation right now, we would love it if you spread the word about our organization, and share this document to potential sponsors.

THANK YOU FOR YOUR CONSIDERATION!



EMAIL

vibrantvoicesunr@gmail.com

SOCIAL MEDIA

IG: [@vv_unr](#)

X: [@vv_unr](#)

[LinkedIn](#)

WEBSITE

vibrantvoicesunr.com