

Data News Weekly's 50th Anniversary

People's Golden Service Award

August 25-26, 2016



Sponsorship Package

Introduction

Dear Friend,



Data has been a staple in the lives of New Orleanians since 1967. Fifty years ago, Data News Weekly opened its doors and began serving New Orleans, providing a voice to tell the stories that are important to the African-American community, and focusing on the redevelopment of our unique city. In celebration of our 50th year of publishing, our anniversary Gala that will run for two days of entertainment on August 26-27th, 2016. We hope that you will join us as we observe this milestone of “The People’s Paper,” and our many Trailblazers over the years who have helped to make this event a success. You can expect each night to be filled with great food, live music courtesy of New Orleans’ the finest musicians, and a complete lineup of entertainment!

This event presents a special opportunity for sponsors and advertisers to support a great cause, and to reach a target audience that is exclusive to the African-American community. Every week over 80,000 plus readers are reached by our print publication, along with our social media outreach programs which includes our state-of-the-art website www.ladatanews.com, our E-Newsletter Data Chatta, Facebook, and Twitter. No other ethnic media service in Louisiana reaches as many readers, and we want you to take full advantage of the benefits that are associated with this very special time in the history of Data News Weekly.

Your sponsorship of this event will support the JMJ Continuing Education Fund, a program developed 17 years ago to provide financial assistance to students and youth programs that foster the success of our future generation of community leaders. This year Data News Weekly will donate proceeds from the JMJ Education Fund to one of this year’s Trailblazers who has made an impact on the lives of youth in New Orleans through a specialized program or project. Your support of this event will fund much needed activities for youth, and allow your company to benefit from the exposure and advertising opportunities provided by the event.

The Trailblazer Program



Data News Weekly created a program in 1989, some 27 years ago, to promote unsung heroes in the New Orleans community.

This program identifies community leaders that go above and beyond the call of duty in service to the community. We honor these individuals as "Trailblazers." Monthly, Data features a full-page story on a Trailblazer highlighting their many accomplishments. This is a twelve-month program extending through Data's fiscal year, which runs from April to April. This program has become an intricate part of the New Orleans community. When the program originated in 1989 it was initially sponsored by Freeport McMoRan, followed by Entergy Corporation, and Bellsouth.

Each year we celebrate these unsung hero's through our Annual Gala. This night is dedicated to recognizing and appreciating the service and value the Trailblazers bring to the communities they serve. Each Trailblazer is presented with an award for their service and undying commitment to our community.

We hope that you will support us in acknowledging our milestone 50th year of service and our advancement efforts for our great city.

Sincerely,

Terry B. Jones
Publisher/CEO



Data News Weekly
Data Zone
September 1 - September 15, 2013 Page 2

Shoot Ya Best Shot!

Data News Weekly Celebrates 49th Anniversary

Visit www.ladatanews.com for more photos from these events

Connect to the Source
DataNews Weekly, your one stop for what's happening in New Orleans.
ladatanews.com

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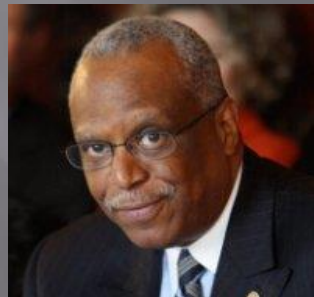
Data News Weekly Gala

Data News Weekly's Anniversary Gala will celebrate our 50 years of publishing and take a look at the struggle of Data News Weekly and the City of New Orleans through our many challenges and victories.

That night we will also recognize some dynamic individuals who were fundamental in helping us through many challenging times and forging us into our victories. These individuals not only impacted the African-American community in New Orleans but African-Americans throughout the country as well. We will be presenting those very special honorees our "People's Golden Service Award."

Sincerely,

Terry B. Jones
Publisher/CEO



Jim Farmer
Retired Vice-
President of GMAC



Donna Brazile
Vice Chairwoman of
the Democratic
National Committee



Dan Packer
Former CEO &
President of Entergy
New Orleans Inc.



**Congresswoman
Maxine Waters**
U.S. Representative for
California's 43rd District



Marc Morial
CEO of the National
Urban League



Tanya Lombard
Assistant Vice-
President of AT&T

Platinum Sponsorship

\$50,000 Contribution

- Included on all billboards, television and radio ads, all print and electronic media
- Presenting Sponsor at 2-day Gala Event including Reception
- Branding at all 50th Anniversary Press Conferences (2 planned)
- Full-page 4-color Advertisement in Anniversary Edition issue
- Full-page 4-color Advertisement in Data News Weekly Celebration Issue
- Special Recognition & Award Presentation at the Anniversary Gala Event
- Remarks by Company Representative at Gala Event
- 16 VIP invitations to Gala Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Logo on all printed materials, and all Gala promotions (print & broadcast)
- Logo on Easel & Banner at event
- Banner ad on ladatanews.com
- Banner ad in Data's E-Newsletter



Gold Sponsorship

\$30,000 Contribution

- Included on all radio ads, all print and electronic media.
- Presenting Sponsor at 2-day Gala Event including Reception
- Branding at all 50th Anniversary Press Conferences (2 planned)
- Full-page 4-color Advertisement in Anniversary Edition issue
- Full-page 4-color Advertisement in Data News Weekly Celebration Issue
- Special Recognition & Award Presentation at Anniversary Gala Event
- Remarks by Company Representative at Gala Event
- 14 VIP invitations to Gala Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Logo on all printed materials, and all Gala promotions (print & broadcast)
- Logo on Easel & Banner at event
- Banner ad on ladatanews.com
- Banner ad in Data's E-Newsletter



Silver Sponsorship

\$20,000 Contribution

- Presenting Sponsor at 2-day Gala Event including Reception
- Branding at all 50th Anniversary Press Conferences (2 planned)
- Full-page 4-color Advertisement in Anniversary Edition issue
- Full-page 4-color Advertisement in Data News Weekly Celebration Issue
- Special Recognition & Award Presentation at Anniversary Gala Event
- Remarks by Company Representative at Gala Event
- 12 VIP invitations to Gala Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Logo on all printed materials, and all Gala promotions (print)
- Logo on Easel & Banner at event
- Banner ad on ladatanews.com
- Banner ad in Data's E-Newsletter



Bronze Sponsorship

\$15,000 Contribution



- Sponsor at 1-day Trailblazer Event
- Branding at all 50th Anniversary Press Conferences (2 planned)
- Half-page 4-color Advertisement in Anniversary Edition issue
- Half-page 4-color Advertisement in Data News Weekly Celebration Issue
- Special Recognition & Award Presentation at Trailblazer Event
- 10 VIP invitations to Trailblazer Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Logo on all printed materials, and all Gala promotions (print)
- Logo on Easel & Banner at event
- Banner ad on ladatanews.com
- Banner ad in Data's E-Newsletter

Patron Sponsorship \$10,000 Contribution

- Sponsor at 1-day Trailblazer Event
- 1/2-page 4-color Advertisement in Anniversary Edition issue
- 1/2-page 4-color Advertisement in Data News Weekly Celebration Issue
- Special Recognition & Award Presentation at Trailblazer Event
- 5 VIP Invitations to Trailblazer Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Logo on all printed materials, and all Gala promotions (print)
- Banner ad on ladatanews.com
- Banner ad in Data's E-Newsletter



Contributing Sponsorship

\$5,000 Contribution

- Contributing Sponsor at 1-day Trailblazer Event
- 1/4-page Black and white Advertisement in Anniversary Edition issue
- 1/4-page Black and white Advertisement in Data News Weekly Celebration Issue
- Special Recognition & Award Presentation at Trailblazer Event
- 4 VIP Invitations to Trailblazer Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Logo on all printed materials
- Banner ad in Data's E-Newsletter



Benefactor Sponsorship

\$3,000 Contribution

- Mini 1/4-page Black and white Advertisement in Anniversary Edition issue
- 2 VIP Invitations to 1-day Trailblazer Event Reception (2 per invitation)
- Premium Items in Gift Bags
- Banner ad in Data's E-Newsletter



Supporting Sponsorship \$1,500 Contribution

- 1/8-page Black and white honorable mention in Anniversary Edition issue
- 2 Invitations to Trailblazer Reception (2 per invitation)
- Premium Items in Gift Bags
- Banner ad in Data's E-Newsletter



Donations

\$1,000 Contributions

- 1/8-page Black and white honorable mention in Anniversary Edition issue
- 2 Invitations to Trailblazer Reception (2 per invitation)
- Premium Items in Gift Bags



Thank You for Your Support

Thank you for taking the time to view our
Sponsorship opportunities.

Please call 504-821-7421 or 504-905-3235

With questions about the information presented
to you in this presentation.

