

INFORMED VOICES

A CELEBRATION OF WOMEN IN MEDIA



Featuring:

Keynote Speaker

Judy Woodruff

Anchor and Managing Editor
of *PBS Newshour*



Informed Voices Leadership Award

Teresa Younger

President and CEO
Ms. Foundation for Women

Thursday, May 24, 2018

7:30 a.m. Registration

8 a.m. Breakfast

The Aqua Turf Club

556 Mulberry Street

Plantsville, CT 06479

Informed Voices, A Celebration of Women in Media will feature powerful and dedicated women who have made outstanding contributions in the areas of journalism, media and communication. Your support of this annual event will help us to expand the diversity of content, voices and perspectives in our television, radio and digital programming, reaching new audiences with stories that reflect all the people who live and work in Connecticut.

Corporate Sponsorship Package



2018 EVENT COMPONENTS



Keynote Speaker: Judy Woodruff

Judy Woodruff, Anchor and Managing Editor of the *PBS Newshour*, is a veteran journalist who has covered politics and other news for more than four decades at CNN, NBC and PBS. She is also the founding co-chair of the International Women's Media Foundation, an organization dedicated to promoting and encouraging women in communications worldwide.



Informed Voices Leadership Award Recipient: Teresa Younger

Teresa Younger is the President and CEO of the Ms. Foundation for Women, the oldest women's foundation in the U.S. Under her leadership, the Foundation launched #MyFeminisms, a multimedia campaign sparking a national conversation on feminism; funded a groundbreaking report on the sexual abuse to prison pipeline; joined leading women's foundations at the White House to announce a \$100 million funding commitment to create pathways to economic opportunity for low-income women and girls; and led a campaign to hold the NFL accountable for violence against women.



The Carla Squatrito Scholarship

The Carla Squatrito Scholarship is in honor of business leader Carla Squatrito of Carla's Pasta in Windsor, CT. Carla was a pioneer in leading her company from the kitchen to the 350,000 square-foot, state-of-the-art manufacturing facility of today. Her entrepreneurial vision, leadership drive and focus on people are qualities integral to this scholarship. Awarded to a young woman who will be attending a four-year college or university in the Fall of 2018.



Sneak Peek

When Women Gather: Voices from the Sisterhood.

A 30-minute local documentary airing on Connecticut Public Television in Fall 2018.

\$25,000 Voice of Truth (Presenting Sponsor)

- VIP seating for 11 guests with Keynote Speaker or Informed Voices Honoree
- Admission for 11 guests to VIP Meet and Greet with Judy Woodruff
- Sponsor acknowledgment during welcome remarks
- Speaking opportunity at breakfast
- Logo prominently displayed on all printed / digital materials
- Logo included on screens inside of venue
- Primary placement of logo on cover of program book
- Logo on Connecticut Public website event page
- Acknowledge sponsor across social media, with branded Facebook hand shake and @ mentions of your social media handles
- 1 full-page color advertisement in program book with inside front cover placement
- Sponsorship acknowledgement in all media press releases pre and post event
- Presenting sponsorship of CPTV's original documentary *When Women Gather: Voices from the Sisterhood*, airing Fall 2018.

MEDIA

- 3 airings of documentary in Fall 2018
5-second Presenting Sponsor ID burned into top and bottom of documentary **Total: 6 Sponsor IDs**
- 30-second marketing spots at the top and bottom of documentary **Total: 6, 30-second Marketing Spots**
- Presenting Sponsor ID on 25 CPTV documentary, tune-in promotional spots per airing
- Presenting Sponsor ID on 15 WNPR tune-in promotional spots per airing
Total: 120 Promotional Spots
- CPTV to produce three, 45 second or 1-minute vignettes lifted from documentary with Presenting Sponsor ID; each vignette to air 25 times.
Total: 75 airings of vignettes with Presenting Sponsor ID

RADIO TIME BANK

- Time bank of 50, 15-second spots on Connecticut Public Radio M-F, 5 a.m. to 7 p.m to schedule at client's discretion.

\$15,000 Voice of Community (Supporting Sponsor)

- VIP Seating for 10 guests
- Admission for 5 guests to VIP Meet and Greet with Judy Woodruff
- Sponsor acknowledgment during welcome remarks
- Logo prominently displayed on all printed / digital materials
- Logo included on screens inside of venue
- Logo on cover of program book
- Logo on Connecticut Public website event page
- Acknowledge sponsor across social media, with branded Facebook handshake and @mentions of your social media handles
- 1 full -page color advertisement in program book with inside back cover placement
- Sponsorship acknowledgement in all media press releases pre and post event
- Supporting sponsorship of CPTV's original documentary *When Women Gather: Voices from the Sisterhood*, airing Fall 2018.

MEDIA

- 3 airings of documentary in Fall 2018
5-second Supporting Sponsor ID burned into top and bottom of documentary **Total: 6 Sponsor IDs**
- 30-second marketing spots at the top and bottom of documentary **Total: 6, 30-second Marketing Spots**
- Supporting Sponsor ID on 25 CPTV documentary, tune-in promotional spots per airing
- Supporting Sponsor ID on 15 WNPR tune-in promotional spots per airing
Total: 120 Promotional Spots
- CPTV to produce three, 45 second or 1-minute vignettes lifted from documentary with Supporting Sponsor ID; each vignette to air 25 times.
Total: 75 airings of vignettes with Supporting Sponsor ID

\$10,000 Voice of Inclusion

- VIP Seating for 6 guests
- Admission for 3 guests to VIP Meet and Greet with Judy Woodruff
- Sponsor acknowledgment during welcome remarks
- Logo included on printed event signage
- Logo included on screens inside of venue
- Logo on Connecticut Public website event page
- Acknowledge sponsor across social media, with branded FaceBook handshake and @ mentions of your social media handles
- 1 half-page color ad in program book
- Sponsorship acknowledgement in all media press releases pre and post event

\$5,000 Voice of Empowerment

- VIP Seating for 4 guests
- Admission for 2 guests to VIP Meet and Greet with Judy Woodruff
- Sponsor acknowledgment during welcome remarks
- Name of company included on printed event signage
- Logo included on screens inside of venue
- Logo on Connecticut Public website event page
- Acknowledge sponsor across social media, with @ mentions of your social media handles
- 1 quarter-page color ad in program book
- Sponsorship acknowledgement in all media press releases pre and post event



\$2,500 Voice of Perspective

- VIP Seating for 4 guests
- Logo included on printed event signage
- Logo included on screens inside of venue
- Logo on Connecticut Public website event page
- Listing in program book
- Sponsorship acknowledgement from podium during event
- Special recognition as centerpiece sponsor

Need a customized sponsorship?

We would be happy to tailor a package to meet your specific needs.

Please contact
Cheri Parr at **860.275.7528** or
cparr@ctpublic.org





Informed Voices

May 24, 2018 | The Aqua Turf Club
7:30 a.m. Registration | 8 a.m. Program

Sponsorship Response Form

PLEASE RESERVE THE FOLLOWING SPONSORSHIP FOR OUR COMPANY:

___ Voice of Truth - \$25,000

___ Voice of Community- \$15,000

___ Voice of Inclusion - \$10,000

___ Voice of Empowerment- \$5,000

___ Voice of Perspective - \$2,500

___ Table of 10 - \$1,250

Send Invoice Check Enclosed (Payable to Connecticut Public Broadcasting, Inc.)

Contact Person/Title _____

Company _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Return this form by April 26, 2018 to:

Attn: **Cheri Parr, Leadership Events**

Connecticut Public
1049 Asylum Avenue
Hartford, CT 06105

Questions? Contact Cheri Parr at 860.275.7528 or cparr@ctpublic.org

Ad artwork deadline April 26, 2018





Informed Voices

May 24, 2018 | The Aqua Turf Club

Program Ad Specifications:

- Print is 4 color
- Finished booklet size:
5.5" W x 8.5" H
- Booklet is portrait orientation
- Full page ads only can have full bleed

Ad Sizes:

Full Page:

4.5"W x 7.5"H

Bleed size:

5.75"W x 8.75"H (includes .125" bleed on all sides)

Half Page:

4.5"W x 3.687"H

Quarter Page:

2.19"W x 3.687"H

All ads must be submitted in high-resolution (300dpi) PDF form.

Please send directly to

Cheri Parr

Informed Voices

at cparr@ctpublic.org

or call **860.275.7528** with any questions.

Please reference

Informed Voices Sponsorship Support

Thank you again for your generosity and commitment to Connecticut Public

Connecticut Public

1049 Asylum Avenue | Hartford, Connecticut
06105-2411

All copy and artwork due by April 26, 2018



<p>Quarter Page Ad</p> <p>2.19" W x 3.687" H</p> <p>\$300.00</p>	<p>Full Page Ad</p> <p>4.5" W x 7.5" H</p> <p>\$750.00</p>
<p>Half Page Ad</p> <p>4.5" W x 3.687" H</p> <p>\$500.00</p>	