



INDEPENDENT NEWS SUSTAINABILITY SUMMIT

CHICAGO 2024

Sponsorship Opportunities



About LION Publishers

Local Independent Online News (LION) Publishers is on a mission to strengthen the local news industry by empowering independent news publishers to build more sustainable businesses.



Summit 2024 Overview

500

independent news leaders,
supporters, vendors, and funders

3 days

of keynotes, sessions, and
networking opportunities in
Chicago from September 5-7, 2024

We'll also host the sixth annual LION Publishers Sustainability Awards, which will celebrate dozens of winners across 10 categories with recognition and cash prizes.



WHO YOU WILL REACH

At our 2022 Summit, we gathered:



500 attendees
across 45 U.S.
states and four
Canadian
provinces

75%

said revenue generation or
audience development was
their primary focus

70%

held an executive or
senior leadership role

A majority of attendees identified as
someone coming from a historically
underrepresented background in news

LION membership snapshot:

More than 500 member publications across 47 U.S. states, the District of Columbia, and Puerto Rico, plus 24 Canadian members across eight provinces:

61%

have two or
fewer full-time
employees

9

is the median
total employee
headcount

\$125K

is the median
annual gross
revenue

Our digital reach:

5,115

newsletter subscribers, with an
average 46% open rate and 5% click
rate

1,670

people follow our LinkedIn page

1,500

people have joined our Slack community,
with 200 unique weekly contributors





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Sponsorship Opportunities

Platinum

\$200,000



Promotion

- As a Presenting Sponsor, your support will be recognized as "Made Possible By" across all marketing and communications
- Featured Sponsor Q&A published on website and promoted across LION channels
- Sponsor's support will be acknowledged during the Summit and LION Awards
- Invitation for brief remarks during the Summit's opening or closing moments
- Invitation for brief remarks during the LION Awards Ceremony
- Invitation to offer promotional materials at the Summit

Programming

- Invitation to program a lunch session (food provided at sponsor's expense)
- Invitation to introduce one main ballroom session (includes logo display during session)
- Opportunity to suggest Summit sessions and speakers to LION

Tickets

- Four complimentary Summit tickets and four complimentary Awards tickets

What Our Members Say

"I always love seeing journalism excellence celebrated. This [LION Awards] event was a wonderful example of that."

- Ju Don Marshall, WFAE

"The positive vibe and support in the room [during the LION Awards] was electric from the audience."

- Flavian DeLima, Spinning Forward

"I am a novice in the field, and it was lonely until I met others at the Summit conference. Everyone was amazing, warm, welcoming, and encouraging."

- Melina Olmo, Cultura Diplomática





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Sponsorship Opportunities

Gold

\$100,000

Promotion

- Recognized as a “Gold Sponsor” across all marketing and communications
- Featured Sponsor Q&A published on website and promoted across LION channels
- Sponsor’s support will be acknowledged during the Summit and LION Awards
- Invitation to offer promotional materials at the Summit

Programming

- Invitation to introduce one main ballroom session (includes logo display during session)
- Opportunity to suggest Summit sessions and speakers to LION

Tickets

- Two complimentary Summit tickets and two complimentary Awards tickets

Silver

\$50,000

Bronze

\$15,000

Promotion

- Recognized as a “Silver Sponsor” across all marketing and communications
- Featured Sponsor Q&A published on website and promoted across LION channels
- Sponsor’s support will be acknowledged during the Summit and LION Awards
- Invitation for brief remarks at the LION Awards Ceremony
- Invitation to offer promotional materials at the Summit

Programming

- Option to deliver a five-minute pitch during Summit sponsor session
- Opportunity to suggest Summit sessions and speakers to LION

Tickets

- One complimentary Summit ticket and one complimentary Awards ticket

Promotion

- Recognized as a “Bronze Sponsor” across all marketing and communications
- Featured Sponsor Q&A published on website and promoted across LION channels
- Sponsor’s support will be acknowledged during the Summit and LION Awards
- Invitation to offer promotional materials at the Summit

Programming

- Option to present a LION Award (sponsor logo displayed on slide)
- Option to deliver a five-minute pitch during Summit sponsor session
- Opportunity to suggest Summit sessions and speakers to LION

Tickets

- One complimentary Summit ticket and one complimentary Awards ticket



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Sponsorship Opportunities

Community

\$10,000

Promotion

- Recognized as a "Community Sponsor" across all marketing and communications
- Featured Sponsor Q&A published on website and promoted across LION channels
- Sponsor's support will be acknowledged during the Summit and LION Awards
- Invitation to offer promotional materials at the Summit

Programming

- Option to introduce one Summit networking event (logo displayed on screen)
- Opportunity to suggest Summit sessions and speakers to LION

Tickets

- One complimentary Summit ticket and one complimentary Awards ticket

Learn more about the Summit

Visit lionpublishers.com/summit24 for our latest event updates.



Contact Our Team

Interested in supporting the only conference for independent news leaders? Contact our team at sponsorships@lionpublishers.com to discuss which sponsorship level is right for you.