



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.



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

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.

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





INDEPENDENT NEWS
SUSTAINABILITY
SUMMIT
CHICAGO 2024

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
- Opportunity to provide a Calendly link for inclusion in a pre-event email to attendees, giving them the ability to book a meeting with you during the event

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 (pitch by June 3)

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





INDEPENDENT NEWS
SUSTAINABILITY
SUMMIT
CHICAGO 2024

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
- Opportunity to provide a Calendly link for inclusion in a pre-event email to attendees, giving them the ability to book a meeting with you during the event

Programming

- Invitation to introduce one main ballroom session (includes logo display during session)
- Opportunity to suggest Summit sessions and speakers to LION (pitch by June 3)

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
- Opportunity to provide a Calendly link for inclusion in a pre-event email to attendees, giving them the ability to book a meeting with you during the event

Programming

- Option to deliver a five-minute pitch during Summit sponsor session
- Opportunity to suggest Summit sessions and speakers to LION (pitch by June 3)

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
- Opportunity to provide a Calendly link for inclusion in a pre-event email to attendees, giving them the ability to book a meeting with you during the event

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 (pitch by June 3)

Tickets

- One complimentary Summit ticket and one complimentary Awards ticket



INDEPENDENT NEWS
SUSTAINABILITY
SUMMIT
CHICAGO 2024

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
- Opportunity to provide a Calendly link for inclusion in a pre-event email to attendees, giving them the ability to book a meeting with you during the event

Programming

- Option to introduce one Summit networking event (logo displayed on screen)
- Opportunity to suggest Summit sessions and speakers to LION (pitch by June 3)

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.