

Midwest Newspaper Summit 3

The Make Change Happen Conference

Sponsorship Opportunities

Friday, September 10, 2010

**Kansas City Marriott Country Club Plaza
Kansas City, Missouri**



Iowa Newspaper Foundation

In partnership with...
Illinois Press Association • Kansas Press Association • Minnesota Newspaper Association
Missouri Press Association • Nebraska Press Association
South Dakota Newspaper Association • Wisconsin Newspaper Association

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THE EVENT

Nine state press associations will present the Midwest Newspaper Summit 3 on September 10, 2010 at the Kansas City Country Club Plaza in Kansas City, Missouri.

BACKGROUND

In September of 2009 and February of 2010, the Iowa Newspaper Foundation partnered with eight other state press associations in Minnesota, Illinois, Wisconsin, Missouri, Kansas, Nebraska, South Dakota and Missouri to conduct the Midwest Newspaper Summit 1 and 2. The first two events engaged industry leaders in a cutting-edge discussion about the economics of the news industry and how it might move forward in the digital age. Nationally recognized speakers and panelists discussed the rapid changes the newspaper industry is experiencing, new ways to approach the communication business, new revenue models and many other critical topics.

Using the first two Summits as its spring board, the Midwest Newspaper Summit 3 is the next step in the evolution of these educational events, a hands-on, learn-by-doing platform. Participants will make a commitment to implement a new Innovation Project at their media company following the Summit and share the results with other Summit participants.



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INNOVATION PROJECTS

The Midwest Newspaper Summit 3 will provide a unique opportunity for employees from media companies of all sizes in the Midwest to try their hand at an innovation project specifically designed because it meets the following criteria:

1. The project is transferable to any newspaper or media company of any size anywhere making it universally adaptable.
2. The project has as a component the ability to make money.
3. The project solidifies the relationship between the newspaper and its community because it brings value to the community.
4. The project grows audience because it appeals to consumers demanding receipt of their news on different platforms.
5. The project has a defined return on investment (ROI) making it worthwhile to the company.

The three Innovation Projects were identified by a team of publishers keenly aware of the challenges and opportunities facing the news industry and dedicated to offering newspapers the opportunity to grab on to a project and “make change happen” in their communities.

Innovation Project 1

The newspaper representatives that choose this project will be engaged in developing a cooperative venture that has great potential to reduce costs while providing newspapers with the opportunity to monetize archived and current content by sharing their content with others. This potential archive of data from newspapers across the Midwest would provide a wealth of information on subjects of interest to many newspapers, as well as a new revenue stream.

Innovation Project 2

Imagine an electronic system that allows you to write a story for the printed newspaper and then, without any format modifications, upload it to your website, to a mobile app or to a social networking site. This system would allow newspapers to prepare their print and online content from one platform, making it easy and cost-effective to be online.

Innovation Project 3

The participants who embrace this innovation project will have a keen interest in moving their news product to a mobile platform. Those engaged with this project will produce information in a format suitable for a mobile application and will explore ways to share mobile content and provide for financial transactions, thereby monetizing the application.

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Premium Networking Opportunities

The Midwest Newspaper Summit 3 offers a limited number of exclusive sponsorship opportunities. The following sponsorships offer maximum visibility to a targeted audience of the industry's most influential leaders.

Lunch Sponsor (Exclusive)

Investment: \$1,500

Pre-Event

- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website

On-Site Benefits

- Welcome message from you to attendees during the Lunch
- Opportunity to provide product information to Innovation Project team
- Table tent signs with your company logo at lunch
- A sign listing your company name/logo as the Lunch Sponsor
- Two complimentary registrations to event

Post-Event

- Event attendee list for direct marketing

Breakfast Sponsor (Exclusive)

Investment: \$1,000

Pre-Event

- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website

On-Site Benefits

- Welcome message from you to attendees during the Breakfast
- Opportunity to provide product information to Innovation Project team
- A sign listing your company name/logo as the Breakfast Sponsor
- Two complimentary registrations to event

Post-Event

- Event attendee list for direct marketing

Break Sponsor (Exclusive)

Investment: \$750

Pre-Event

- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website

On-Site Benefits

- Opportunity to provide product information to Innovation Project team
- A sign listing your company name/logo as the Break Sponsor
- Two complimentary registrations to event

Post-Event

- Event attendee list for direct marketing

Event Nametag Sponsor (Exclusive)

Investment: \$500

Pre-Event

- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website

On-Site Benefits

- Your company logo on nametags given to all event participants
- A sign listing your company name/logo as the Event Nametag Sponsor
- Two complimentary registrations to event

Post-Event

- Event attendee list for direct marketing

Innovation Project Resource Partner

Investment: \$500

Pre-Event

- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website

On-Site Benefits

- Opportunity to provide relevant product information to an Innovation Project team and to serve as a resource by assisting team in implementing project.
- A sign listing your company name/logo as an Information Sponsor
- Two complimentary registrations to event

Post-Event

- Event attendee list for direct marketing

Silver Sponsor

Investment: \$250

Pre-Event

- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website

On-Site Benefits

- A sign listing your company name/logo as a Silver Sponsor

Contact:

Jennifer Asa, Iowa Newspaper Foundation Director 515-422-9070 | jasa@inanews.com

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Thursday, September 17, 2009
Grand River Center, Dubuque, Iowa

Sponsorship Agreement

YES! We would like to participate in the Midwest Newspaper Summit 3.

- | | |
|---|---|
| <input type="checkbox"/> Lunch Sponsor..... \$1,500 | <input type="checkbox"/> Event Nametag Sponsor \$500 |
| <input type="checkbox"/> Breakfast Sponsor..... \$1,000 | <input type="checkbox"/> Innovation Project Resource..... \$500 |
| <input type="checkbox"/> Break Sponsor \$750 | <input type="checkbox"/> Silver Sponsor..... \$250 |

Company: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment enclosed Please send invoice Charge my credit card (see below)

Credit card # _____	Exp. ____/____
Address: _____	Zip _____
Amount to be charged: _____	_____ Visa or _____ Mastercard
Authorized signature: _____	Date: _____

Cancellation/Refund Policy: If cancellation is made more than 30 days prior to the event, a full refund will be given; 30-15 days prior, one-half; less than 15 days, no refunds can be made. Thank you for your cooperation.



Send your completed form to:
IOWA NEWSPAPER FOUNDATION, Attn: Jennifer Asa
319 E. 5th St., Des Moines, IA 50309
OR FAX to 515-244-4855