

NAVIGATING a *NEW* *TOMORROW*



CALIFORNIA NEWS PUBLISHERS ASSOCIATION

2018 PRESS SUMMIT

HOST NEWSPAPER SPONSORSHIP PROSPECTUS

APRIL 12 – 14, 2018

The Lodge at Sonoma Renaissance Resort & Spa

2018 Host Sponsorships

Title Sponsor \$15,000

- (8) full conference passes including meals
- Reserved VIP seating
- Exclusive host speaking opportunities
 - Welcome party
 - Lunch or dinner event
- Table of eight (8) at the BNC banquet
- Onsite/online sponsorship recognition
- Full page inside cover ad in the program

Event Sponsor \$5,000

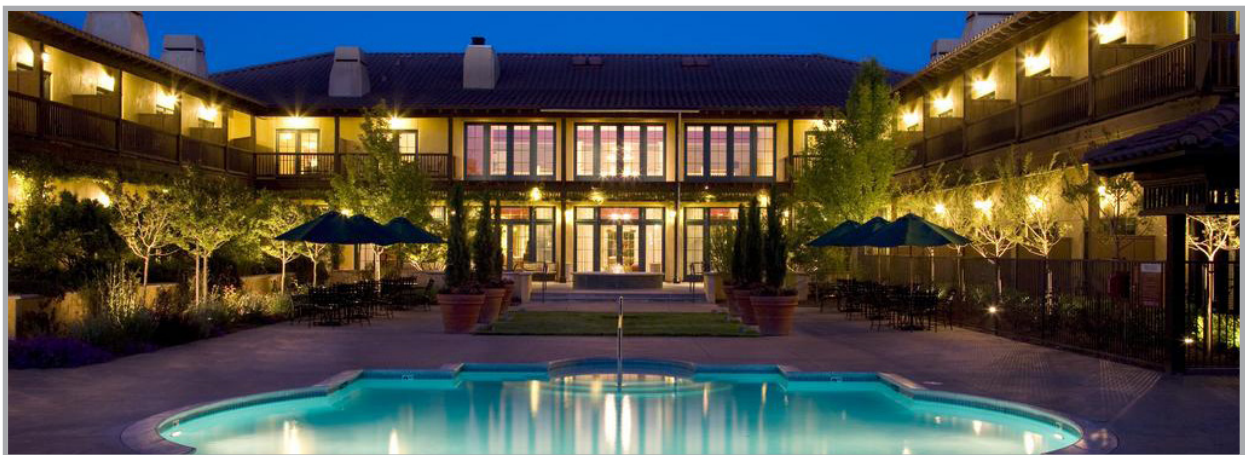
- (3) full conference passes including meals
- (4) BNC banquet tickets
- Host speaking opportunity during the event
- Onsite/online sponsorship recognition

Host Sponsor \$2,500

- (2) full conference passes including meals
- (2) BNC banquet tickets
- Onsite/online sponsorship recognition
- Half page color ad in the program

BNC Table Sponsor \$1,000

- Table of eight (8) at the BNC banquet
- Reserved front row seating



PRINT AD DEADLINES

California Publisher Ads: **March 16, 2018**

AD SPECS

PDF or JPG. CMYK, Images 300 ppi
Email to renee@cnpa.com
916.288.6017

EBLAST PROMOTIONS

CNPA has a 2,300 weekly membership mailing list including publishers, executives and senior staff.

Additional 2018 Summit promotions will be sent monthly with increasing biweekly frequency in 2018, especially near conference deadlines.

Photos courtesy of Sonoma Valley Visitors Bureau



2018 Agenda

Thursday, April 12

- 12:00–2:00 p.m. Executive Committee Meeting (Lunch)
- 2:00–5:00 p.m. CNPA Board Meeting
- 5:30–7:00 p.m. Cocktail Reception/Welcome/Networking (SPONSORED)

Friday, April 13

- 8:30 a.m. CNPA Business Meeting
- 9:00 a.m. Ron Hasse CNPA President Elect - Welcome to Sonoma County
- 9:15 a.m. Future of News Media in California
- 9:50 a.m. Break
- 10:00 a.m. Keynote Presentation - The Business of our Business
- 11:00 a.m. Leadership and Encouragement in a Transformative Industry
- 11:50 a.m. Break
- 12:00 p.m. Luncheon Banquet
- 1:45 p.m. Break
- 2:00 p.m. Keynote Presentation - Monetizing Journalism - Pro/Con
- 3:00 p.m. Government Affairs Panel
- 3:50 p.m. Break
- 4:00 p.m. Connecting Communities (NextDoor Beta Test)
- 4:45 p.m. HOT IDEAS/Vendor Roundtable
- 5:30 p.m. Adjourn Programming
- 6:00–7:00 p.m. Cocktail Reception
- 7:00–9:00 p.m. Dinner Banquet

Saturday, April 14

- 9:00 a.m. Programming
- 10:30 a.m. Programming
- 12:00 p.m. BNC Awards Luncheon
- 2:00 p.m. Optional Wine Tasting Tour

All meetings take place at The Lodge at Sonoma Renaissance Resort & Spa in Northern California.

The Lodge at Sonoma Renaissance Resort & Spa

1325 Broadway at Leveroni & Napa Roads, Sonoma, California 95476

Hotel discount reservations are available to CNPA members at \$299/night single/double.

Deadline: **Wednesday, March 14, 2018**

Hotel reservations: **(707) 935-6600**

Mention California News Publishers Association to receive the group discount rate.

For more information and details on how we can customize a sponsorship package that suits your needs, please contact **Renée Smith** at renee@cnpa.com.



2018 Host Sponsor Form

PARTICIPATION LEVEL

- Title Sponsor \$15,000 Event Sponsor \$5,000 Host Sponsor \$2,500
 BNC Table Sponsor \$1,000 Additional Sponsorship Amount _____
Total Sponsorship Amount _____

SPONSOR INFORMATION

Contact Name _____
Title _____ Company _____
Mailing Address _____
City _____ State _____ ZIP _____
Phone _____ Email _____ Website _____

PAYMENT DETAILS

- Please send me an invoice Credit card details enclosed Total amount \$ _____
 Visa Mastercard American Express
Credit card number _____ Expiration Date _____ Security Code _____
Billing Address (if different than above) _____ ZIP _____

ATTENDEE #1 Same as above

Nickname for badge _____
Full name _____
Title _____
Company _____
Email _____

ATTENDEE #2

Nickname for badge _____
Full name _____
Title _____
Company _____
Email _____

Please send sponsorship form, high resolution logo, ads and any additional attendee information to Renée Smith at renee@cnpa.com or **916.288.6017**.

California News Publishers Association

To serve the common interests of its members and newsmedia, foster the highest ideals, ethics and traditions of journalism, a free press and the news profession.

Serving California newspapers since 1888.

For 129 years, the California News Publishers Association has protected the interests of newspapers throughout the state, from the smallest weekly to the largest metropolitan daily. CNPA operates from offices in the state's capital and is governed by a board of directors drawn from its more than 900 daily, weekly and campus newspaper members. Services to CNPA-member newspapers include:

- Legislative lobbying and legal support
- Advertising networks
- News and publications
- Better newspapers contest
- Employment services
- Annual Press Summit and Convention
- Training and student support

