

“In The Room” Sponsorship Opportunities
January 2024 through February 2025

Presenting Sponsor—\$20,000

- Opportunity to hand out marketing materials to attendees at in-person “In The Room” events.
- 30 to 45 second video at virtual “In The Room” events (Phaneuf and Greenhouse).
- Signage at “In The Room” events, with recognition as Presenting sponsor.
- Verbal acknowledgement and recognition as Presenting Sponsor during “In The Room” events.
- Recognition as Presenting Sponsor on the CT Mirror event series landing page.
- Logo and short description on sponsor page on CT Mirror website with link to your website.
- Mention on event marketing materials and CT Mirror social media platforms (Facebook, LinkedIn, Instagram, X).
- 3 Branded Storytelling Sunday submissions (\$3,600 value, can be gifted to a client or grantee).
- Display advertising on CT Mirror site - 200,000 impressions over two to three months (\$2,000 value).
- Recognition at the top of CT Mirror’s morning and afternoon newsletters for four weeks during second half of the year (\$2,000 value).
- CT Mirror reporter available for “in person/live” presentation to sponsor’s clients, customers, or employees.

Accountability Sponsor—\$10,000

- Signage at “In The Room” events, with recognition as Accountability Sponsor.
- Verbal acknowledgement and recognition as Accountability Sponsor during “In The Room” events.
- Recognition as Accountability Sponsor on the CT Mirror event series landing page.
- Logo and short description on sponsor page on CT Mirror website with link to your website.
- Mention on event marketing materials and CT Mirror social media platforms (Facebook, LinkedIn, Instagram, X).
- 2 Branded Storytelling weekday submissions (\$2,400 value, can be gifted to client or grantee).
- Display advertising on CT Mirror site - 100,000 impressions over one to two months (\$1,000 value).
- Recognition at the top of CT Mirror’s morning and afternoon newsletter for two weeks during second half of the year (\$1,000 value).

Amplifying Sponsor—\$5,000

- Signage at “In The Room” events, with recognition as Amplifying Sponsor.
- Verbal acknowledgement and recognition as Amplifying Sponsor during “In The Room” events.
- Recognition as Amplifying Sponsor on the CT Mirror event series landing page.
- Logo and short description on sponsor page on CT Mirror website with link to your website.
- Mention on event marketing materials and CT Mirror social media platforms (Facebook, LinkedIn, Instagram, X).
- Display advertising on CT Mirror site - 50,000 impressions over one month (\$500 value).
- Recognition at the top of CT Mirror’s morning and afternoon newsletter for one week during second half of the year (\$500 value).

Publishing Sponsor—\$2,500

- Signage at “In The Room” events, with recognition as Publishing Sponsor.
- Verbal acknowledgement and recognition as Publishing Sponsor during “In The Room” events.
- Recognition as Publishing Sponsor on the CT Mirror event series landing page.
- Logo and short description on sponsor page on CT Mirror website with link to your website.
- Mention on event marketing materials and CT Mirror social media platforms (Facebook, LinkedIn, Instagram, X).
- Display advertising on CT Mirror site - 25,000 impressions over one month (\$250 value).
- Recognition in middle of CT Mirror’s morning and afternoon newsletter for 1 week during second half of the year (\$200 value).

For more information about sponsorships please contact Publisher Bruce Putterman (publisher@ctmirror.org).