Join CT Mirror as we celebrate our first 10 Years, and announce a transformational vision for our next 10!

REFLECTIONS celebrates 10 years

May 14, 2020
12:00-2:00 | CONNECTICUT CONVENTION CENTER
Guest Speaker | Gail Collins, New York Times columnist

SPONSORSHIPS AND TICKETS AVAILABLE NOW
For more information, please contact CT Mirror Publisher Bruce Putterman: publisher@ctmirror.org or 860.218.6380 or visit CTMirror.org/reflections

HEADLINE SPONSOR:

Gail Collins is a columnist for the New York Times. From 2001-2007 she was editorial page editor of the paper — the first woman to have held that position.

During her time in Connecticut, she founded and operated the Connecticut State News Bureau from 1972 to 1977, providing coverage of the state capitol and Connecticut politics. She also taught journalism at Southern Connecticut State University in the late 70’s.

In addition to her work as a journalist, Collins has published several books. Her most recent book, No Stopping Us Now: The Adventures of Older Women in American History, was published in 2019.

Sponsorship for the year-long celebration of CT Mirror’s 10th Anniversary includes:

REFLECTIONS LUNCHEON
Thursday, May 14, 2020
Connecticut Convention Center
Guest Speaker: Gail Collins, New York Times columnist

QUARTERLY SPEAKERS SERIES
hosted by John Dankosky

CONCURRENT DINNER PARTIES
Fall of 2020, Dinner Parties on the same evening in multiple homes across the state, with a guest speaker at each dinner.
The Connecticut Mirror (CT Mirror) is a nonprofit, non-partisan, independent, online-only news organization that covers public policy and politics in Connecticut.

**Key CT Mirror Metrics**

- **MONTHLY USERS**: 250,000
- **MONTHLY SESSIONS (VISITS)**: 400,000
- **MONTHLY PAGEVIEWS**: 600,000
- **NEWSLETTER SUBSCRIBERS**: 10,000
- **INDIVIDUAL DONORS**: 1,200

**Benefits of Partnering with CT Mirror**

- CT Mirror’s reaches an audience of highly-educated, civically-engaged, information-seeking policy-makers, influencers, and leaders.
- Aligns your brand with CT Mirror’s highly trusted leadership brand and reputation for credible, accurate, objective, in-depth reporting.
- Positions your company as an innovator and high-quality provider or producer.
- Reflects your commitment to enhancing civic life and strengthening community vitality in Connecticut.
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**Sponsorship Opportunities**

- **Headline Sponsor**: $30,000
  - Investment in Mission of CT Mirror
  - Seating at "Reflections" luncheon.
  - Meet & Greet with Gail Collins, including photo at pre-event to 10.
  - Pre-signed copies of Ms. Collins’ new book: No Stopping Us Now.
  - Tickets to the first annual CT Mirror Speakers Series.
  - Ad in center of “Reflections” program booklet.
  - Discount off rate card for ads in 2020 for you or a client/partner on CT Mirror web-site.
  - Logo and short description for sponsor page on CT Mirror website with link to your website throughout 2020.
  - Welcome guests from podium at luncheon.
  - Recognition from podium at luncheon and Speakers Series events.
  - Thank-you messages in all CT Mirror social media platforms.
  - Sponsorship and logo recognition in Luncheon, Speakers Series, Dinner Party marketing materials.
  - Included in “Thank you to our funders” loop on CT Mirror home page.
  - Recognition in Thank You Letter to 10,000+ CT Mirror daily newsletter subscribers.
  - Corporate logo placement throughout “Reflections” and Speakers Series events.

- **Scoop Sponsor**: $20,000
  - Two tables of 10, front row, center.
  - One table of 10, front row, off-center.
  - Two photos.
  - Two for each of four events.
  - Two-page, color, center of book.

- **Beat Sponsor**: $10,000
  - One table of 10, second row, center.
  - One table of 10.
  - Foot.
  - Two for each of four events.
  - Half-page, color.

- **Byline Sponsor**: $5,000
  - One table of 10.
  - Four for each of four events.
  - 1/4-page, color.

**Other Information**

- **Sponsorship Opportunities**:
  - We will begin producing marketing materials in late February.
  - Logos due by February 21st for Invitation mailing.
  - Ads due by April 1st for program book.

- **Reach of Invitations and Marketing Materials**:
  - 200,000 readers
  - 10,000 newsletter subscribers
  - 1,300 donors (750 of them via postal mail, the balance via email)

An anonymous donor will match the purchase of each seat with an additional $25 gift to the CT Mirror Growth Fund in honor of CT Mirror’s 10th Anniversary.
Editorial Independence: Please note, the news and editorial judgments of CT Mirror staff are made independently and not on the basis of donor, sponsor, foundation or advertiser support. Please see ctmirror.org/policies for our complete editorial independence policy.