

THE CHRONICLE

Sponsorship Media Kit

2021-2022

The Chronicle Community Events and Sponsorships

All of The Chronicle's special promotions are geared toward improving the quality of life in our community.

We have been providing positive activities in the community for more than 35 years. It is our belief that when you provide positive uplifting activities positive results will occur.

James Taylor Jr. , Publisher



@WSCHRONICLE



@WS_CHRONICLE



THEWSCHRONICLE

Phone: 336-722-8624

1300 East 5th Street, Winsto-Salem, NC 27101

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Gospel Fest & Jazz Fest

OCTOBER 3, 2021 & OCTOBER 10, 2021

About

In conjunction with the Carolina Classic Fair, the Gospel Fest showcases local talent including individuals, bands, dancers, and choirs.

Performances will range from contemporary to jazz and of course, gospel along with local emcees and comedians.



Location

Carolina Classic Fair

Statistics

Audience: All Ages
Attendees: Over 900

Sponsorship

Gold Level: \$500.00

- Recognition as a sponsor during the event
- Logo Placement in all advertising regarding the event
- 10 Tickets for employees for staff to attend the fair
- ¼ page ad in The Chronicle (Must be used in October) 4.861"w x 10.5"h
- Digital ad for the month of October (specs: 300 pix. X 300 pix.)

Silver Level: \$1,500.00

- Recognition as a sponsor during the event
- Logo placement in all advertising regarding the event
- 10 Tickets for employees or staff to attend the fair
- Logo on 6x12 Banner at venue (near the Clock Tower)
- Opportunity to give giveaways to audience
- ½ page ad in The Chronicle (Must be used in October) 9.889"w x 10.5"h
- Digital ad for the month of October (specs: 300 pix. X 300 pix.)

Platinum Level: \$5,000.00

- Recognition as a sponsor during the event.
- Logo placement in all advertising regarding the event.
- 20 Tickets for Employees or staff to attend the fair.
- Logo on 6x12 Banner at Venue (near the Clock Tower).
- Opportunity to give giveaways to audience.
- Banner ad on The Chronicle's Website (680 pix. 80 pix.).
- Full-Page ad in The Chronicle's newspaper (Must be used in October) 9.889"w x 21"h



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Community Service Awards

NOVEMBER 2021

About

The Community Service Awards provides an opportunity to recognize those in our community who have demonstrated outstanding character and served as role models. This event recognizes the individuals and organizations from some of the following categories: Youth of Year, Organization of the Year, Church of the Year, Woman of the Year and Man of the Year. The Community Service Awards typically include performances from popular local artists.



Sponsorship

Title Sponsorship: \$10,000

- Logo presence on all printed & digital materials related to the event
- Logo at the beginning and end of video presentations
- Tickets for employees and guests (To be determined)
- Full page ad (Ad size, 9.889"wx21"h)
- Front page Banner (Ad size: 9.889"w x2"h)

Signature Sponsor: \$5,000

- Logo presence on all printed & digital materials related to the event
- Logo at the beginning and end of video presentations
- Half-page ad (Ad size: 9.889"wx21"h)
- Tickets for employees and guests (To be determined)

Corporate Sponsor \$3,500

- Logo presence on all printed & digital materials related to the event
- Logo at the beginning and end of video presentations
- Tickets for employees and guests (To be determined)

Contributing Sponsor \$2,500

- -Logo presence on all printed & digital materials related to the event
- -Logo at the beginning and end of video presentations
- -Tickets for employees and guests (To be determined)

Location

To Be Determined

Statistics

Approximately 1,300 attendees
Ages: 10 to 100 (Multicultural)



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21

LASH/CHRONICLE JUNIOR VARSITY HOLIDAY TOURNAMENT

DECEMBER 2021 (DATES TBD)

ABOUT

The David Lash/Chronicle Junior Varsity Tournament is an opportunity for your company to market your brand to student-teenagers, their friends and their parents. Comprised of 11 area high school teams, the tournament was established in 1992 and was created to help student athletes maintain fitness and health throughout the holiday season while exposing scouts, visitors and area residents to great athletic talent.

LOCATION

**Carver High School &
Winston-Salem Prep. Academy**

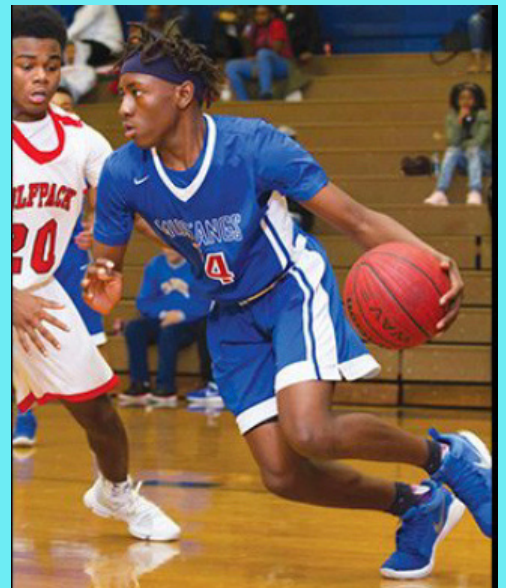
STATISTICS

Approximately 3,000 attendees
Primary Audience: Ages 6 to 60
(Multicultural)

SPONSORSHIP

Sponsorship Level: \$1,100

- Full page advertisement in J.V. Tournament Magazine (9.889"x9.889")
- Logo presence on all related materials to events.
- Opportunity to give marketing material to the crowd.
- Present awards to students on behalf of your company.
- Tickets to championship game (deadline TBD)



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22

Dr. Martin Luther King Jr. Prayer Breakfast

JANUARY 17, 2022

About

Each year, The Chronicle has worked diligently to honor the memory and the legacy of Dr. Martin Luther King Jr. This event focuses on racial harmony.

Individuals from different cultural backgrounds are invited to unite, share a meal together, listen to the same inspirational message and pray as one community. The Prayer Breakfast is in collaboration with ongoing Dr. Martin Luther King Jr. Day celebrations.



Location

To Be Determined

Statistics

Over 1,000 attendees
Ages: 10 to 100
(Multicultural)

Sponsorship

Signature Sponsorship: \$5,000

- Logo presence on all materials related to the event
- Major presence on printed program for the event
- Logo at the beginning and end of the videos
- Tables (*To Be Determined*)
- Half page ad in "MLK newspaper, special edition" (9.889"w x10.5"h) *Due: January 10, 2022*

Corporate Sponsor: \$3,500

- Logo presence on all materials related to the event
- Tables (*To Be Determined*)
- Quarter page in "MLK newspaper, special edition" (4.861"w x10.5"h) *Due: January 10, 2022*

Contributing Sponsor \$2,500

- Logo presence on all materials related to the event
- Tables (*To Be Determined*)
- Eighth Page ad in "MLK newspaper, special edition" (4.861"w x5.25"h) *Due: January 10, 2022*



The Chronicle Statistics



Winston-Salem: 52.6%
Greensboro: 3.0%
Clemmons: 2.6% **FOLLOWERS: 1,745**
Kernersville: 2.5%
Charlotte: 2.4%



MONTHLY PAGE IMPRESSIONS: 7,074
PAGE FOLLOWERS: 1,467

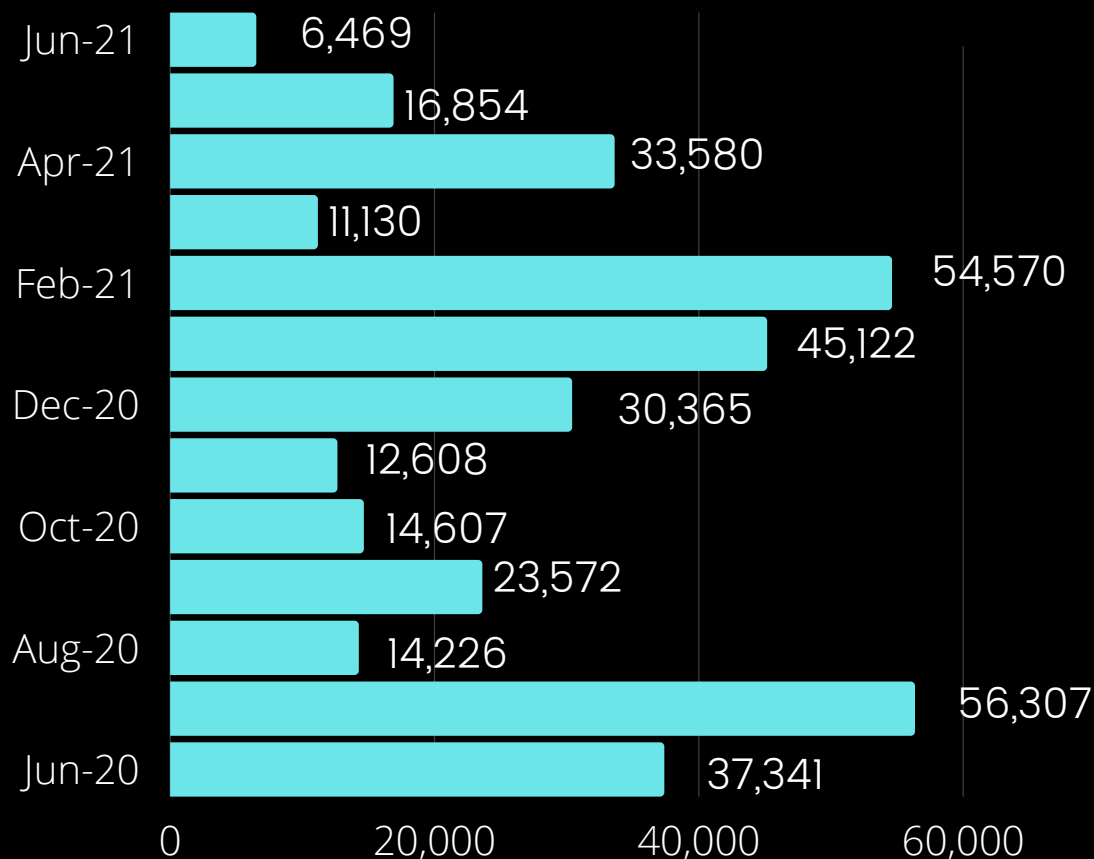


PAGE LIKES: 4,192
PAGE FOLLOWS: 5,060
FACEBOOK REACH: 356,751
AGES: 18-65



3.4 K Impressions (Black History Cphyer)
2 K impressions (21st Annual MLK Breakfast)
766 Impressions (35th Annual CSA)

MONTHLY FACEBOOK REACH



DIGITAL RATES 2021

HOME PAGE TAKEOVER

Home page "takeover" consists of all ads on our home page which include 1-5 ads in rotation.

Daily: \$50
Weekly: \$500
Monthly: 1,000

HOME PAGE, INSIDE PAGE, TOP OF PAGE,
BOTTOM PAGE, SIDE BAR

WEBSITE TAKEOVER

Website "takeover" consists of all ads provided on our website, which includes 24 ads total.

Daily: \$200
Weekly: \$1,500
Monthly: 2,500

HOME PAGE, INSIDE PAGE, TOP OF PAGE,
BOTTOM PAGE, SIDE BAR, MENU TABS & MORE

For Advertising specials & opportunities, please e-mail:
adv@wschronicle.com

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Martin Luther King Jr. edition 75 cents

THE CHRONICLE

• See Opinion page on A6 • • See Sports on page B1 •

Volume 46, Number 20 WINSTON-SALEM, N.C. THURSDAY, January 23, 2020

'Cling to King's dream'

20th annual Prayer Breakfast kicks off festivities for MLK Jr. Day



After a cell phone video showing a 15-year-old being taken to the ground with excessive force by an officer with the Winston-Salem Police Department (WSPD), the Ministers' Conference of Winston-Salem and Vicinity (MCWSV) has called for full disclosure and transparency from the WSPD.

Here's what we know: On Saturday, Nov. 7, around 6:30 p.m., police were investigating reports of several teenagers trying to break into abandoned houses. Officers approached a group of teenagers on Hartford Street.

Cell phone video recorded by a resident who lives on Hartford Street shows officers asking one of the teenagers in particular her name and the young lady refused. When the young lady tries to walk away, Officer Zachary Jones follows, she never thought he would have to explain something like this to his daughter.

"I hate that under the circumstances we have to be here at this second, he we are here. It is real, it's not fake, and there's nothing that I can see in that video that calls for them to be attacked or pursued, or made to give any information without my presence. I've played it clip by clip to try to understand the officer's actions as well as the first amendment rights of the teenager who was harassed by the officer in the video. It didn't have one

He said after seeing similar incidents play out in things that was most disturbing was when Officer Jones violated the 15-year-old's first amendment rights when she refused to tell officers her name. While some will argue that to tell officers her name, she was exercising her first amendment right by not giving her name and the first amendment right was violated by Officer Jones," he said. "Not only were the first amendment rights violated, Officer Jones violated the citizens whose

When discussing the committee, said one of the things that was most disturbing was when Officer Jones violated the 15-year-old's first amendment rights when she refused to tell officers her name. While some will argue that to tell officers her name, she was exercising her first amendment right by not giving her name and the first amendment right was violated by Officer Jones," he said. "Not only were the first amendment rights violated, Officer Jones violated the citizens whose

African American community has been experiencing for years and we're not expecting empathy or sympathy. We're here today to call out the powers that be and say that we've had enough."

The Ministers' Conference also contends that Officer Jones never attempted to use any de-escalation techniques and was "overly aggressive" while engaging with the teenagers. The group is calling for full disclosure from the WSPD about the incident and the release of the 911 dispatch call video from the police department, and any information related to the

Mayor Pro Tempore Denise "D.D." Adams said Officer Jones' actions were unacceptable and she didn't misuse words when discussing her thoughts on the role race played in the incident.

"I don't care how you shape it... how you want to put it on a platform, it's unacceptable," Adams continued. "This is racism, y'all... Let me ask you one question. If she had been white... if this had been white... if this had been it Beana Vinn, if it would've been a group of teenagers walking down Stratford Road, would this have happened?"

"Once that investigation is complete, we will act appropriately. You have my word."

The Chronicle has received information that the Sides' family has hired a lawyer to look into the incident.

THE CHRONICLE

• See Opinion/Forum pages on A4 & A5 • • See Sports on page B1 •

Volume 47, Number 10 WINSTON-SALEM, N.C. THURSDAY, November 19, 2020

Ministers' Conference calls for full disclosure of scuffle, arrest of teen



BY TEVIN STINSON
THE CHRONICLE

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Chief Catrina Thompson

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