

THE GLOBIES

October 26, 2018

seattleglobalist.com/globies



On October 26th, 2018, The Seattle Globalist is hosting the fifth Globie Awards at The Georgetown Ballroom, featuring Seattle's own Phyllis Fletcher.

The event highlights our best writers and a "Globalist of the Year" – a Seattleite doing outstanding global-to-local work. We expect more than 200 people to attend, and hope to raise \$65,000.

The Seattle Globalist is an online news publication that elevates diverse voices through media. We publish work from 600+ contributors, train youth journalists and lead community media workshops.



the seattle
globalist

SPONSORSHIP LEVELS

GLOBALIST PRESENTER SPONSORSHIP: \$10,000

- Sponsor presents "Globalist of the Year" Award on stage
- Full table at The Globies (\$1,000 value)
- Full-page ad in The Globies program guide (\$500 value)
- Logo on 2019 Annual Report "thank you" page
- Ad package valued at \$7,000 on SeattleGlobalist.com
- Special thanks from the stage and on SeattleGlobalist.com

GLOBALIST CO-PRESENTER SPONSORSHIP: \$5,000

- Six tickets to The Globies (\$750 value)
- Half-page ad in The Globies program guide (\$250 value)
- Logo on 2019 Annual Report "thank you" page
- Ad package valued at \$3,000 on SeattleGlobalist.com
- Special thanks from the stage and on SeattleGlobalist.com

JETSETTER: \$2,500

- Four tickets to The Globies (\$500 value)
- Quarter-page ad in The Globies program guide (\$125 value)
- Logo on 2019 Annual Report "thank you" page
- Ad package valued at \$2,000 on SeattleGlobalist.com
- Special thanks from the stage and on SeattleGlobalist.com

ADVENTURER: \$1K

- Four tickets to The Globies (\$500 value)
- Quarter-page ad in The Globies program guide (\$125 value)
- Logo on 2019 Annual Report "thank you" page
- Ad package valued at \$1,000 on SeattleGlobalist.com
- Special thanks from the stage and on SeattleGlobalist.com

ROADTRIPPER: \$500

- Two tickets to The Globies (\$250 value)
- Logo in The Globies program guide (\$75 value)
- Ad package valued at \$500 on SeattleGlobalist.com

2016 Stats

- More than 200 guests
- Raised more than \$45,000
- 45 raffle and event sponsors
- 3 Globie awards for contributors
- 1 "Globalist of the Year"

2016 Sponsors



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Contact Ann Lowe

ann@seattleglobalist.com

Sponsorship Deadline:
September 21, 2018

THE GLOBIES

October 26, 2018

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PROGRAM BOOKLET ADVERTISING RATES

Reach over 200 attendees at the 5th Globies Awards on October 26, 2018 with an advertisement in our gala's program booklet. Attendees will include a diverse range of people including journalists, philanthropists, young media makers, politicians, activists, and community leaders.

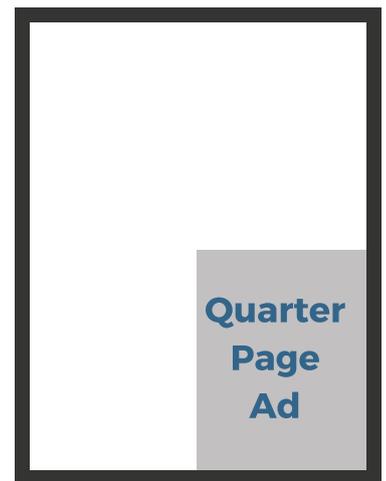
Use your advertisement to congratulate our winners, bring visibility to your organization or business or show that you support community journalism and elevating diverse voices through media.



Full Page – \$500
8.5"w x 11"h



Half Page – \$250
8.5"w x 5.5"h



Quarter Page – \$125
4.25"w x 5.5"h

A full page ad is \$500, a half page ad is \$250, and a quarter page ad is \$125.
A logo in the program's sponsors page is \$75.

Please submit your advertisement in jpg, tiff, or pdf format. Please let us know if you need assistance in creating an advertisement for the program.

For more information, contact Ann Lowe (ann@seattleglobalist.com)

#OURSTORIESBYUS

WWW.SEATTLEGLOBALIST.COM • INFO@SEATTLEGLOBALIST.COM



Northwest Film Forum Building
1515 12th Avenue, Suite G
Seattle, WA 98122

What is The Seattle Globalist?

The Seattle Globalist is a daily online news publication that covers the connections between local and global issues.

Our mission is to elevate diverse voices through media because we want Seattle to be a place known for its powerful, authentic voice.

We fluidly work with both professional and non-professional journalists. We bridge the gap between community & ethnic press and the mainstream media. We embody the global diversity of the Puget Sound.

Our website reaches 100,000 monthly visitors (a number that is growing fast), and most of our audience is young and based in Washington state.

Why sponsor the Globie Awards?

- Good Branding** Get in front of more than 200 young, diverse, educated, internationally-minded and digitally savvy attendees.
- Good Marketing** Be known as a supporter of cultivating diverse voices and a representative media environment.
- Good Networking** Connect with Seattle's established and emerging media makers, political gurus, and entrepreneurs.
- Good Company** Previous sponsors included Community Health Plan of Washington, Columbia Legal Services, Pacific Continental Bank, and Salted Sea Seafood & Raw Bar.
- Good Karma** All funds raised will go to support Globalist reporting, youth programs, and developing diverse, new writers.
- Good Fun!** Unlike most fundraisers, the Globies is an energetic, quirky, feel-good party. This year, our event features A-List artist, mover and shaker Phyllis Fletcher. We promise you'll be inspired!

For more information, contact Ann Lowe (ann@seattleglobalist.com)

#OURSTORIESBYUS



Sponsor The Seattle Globalist

The Seattle Globalist has sponsorship opportunities for businesses, nonprofits and individuals to connect your brand and mission with our community.

Seattle is a “hyper-diverse: city with a BIG worldview, seasoned travelers and globally connected citizens. Our daily online publication tells the stories of Seattle’s Local and global connections. It’s where Seattle meets the world.



Globalist Audience

Globalist readers are activists, students, business owners, foodies, and adventurers. We are a strong and fast-growing community that’s rooted in Seattle’s global identity.

Your Reach with the Globalist

100K ad impressions/month
 50K visitors/month
 13K social media followers
 4K weekly newsletter subscribers

Your ad on The Seattle Globalist will reach a young, diverse audience centered in the Greater Seattle area.

Globalist Contributors

67% People of Color

73% Female

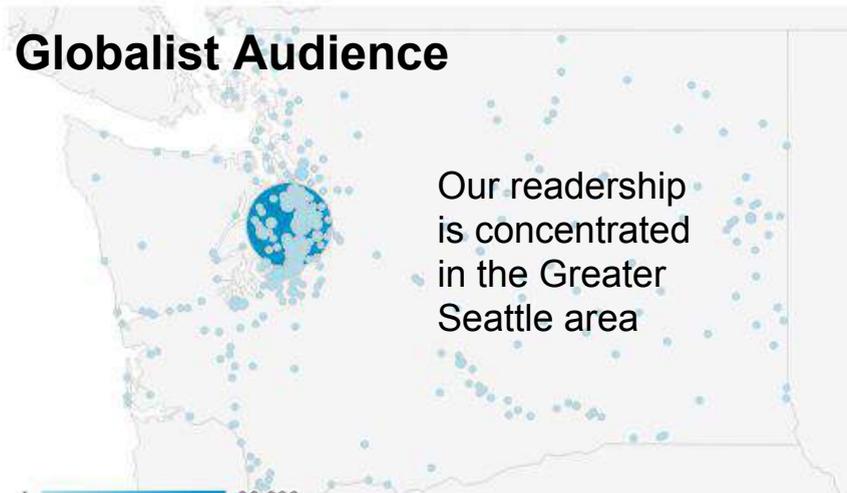
45% Immigrants or 1st generation Americans

US Newsrooms

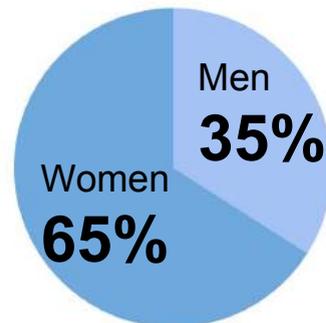
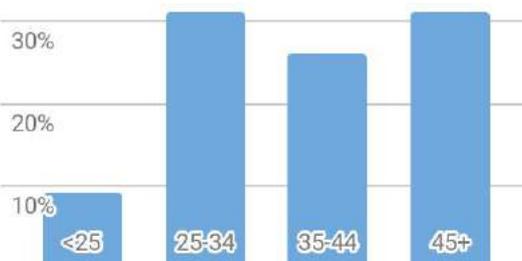
63% Male

25% more white than the cities they cover

Globalist Audience



57% of viewers are ages 25-44



Sponsor The Seattle Globalist

The Seattle Globalist has sponsorship opportunities for businesses, nonprofits and individuals to connect your brand and mission with our community.

Our Audience

Globalists are both readers and media makers. They are activists, students, business owners, foodies and adventurers. We are a strong and fast-growing community that's rooted in Seattle's global identity.

That means your brand will have a big impact on your target audience:

- 120,000 monthly pageviews
- 12,500+ social media followers
- 4,000+ weekly newsletter subscribers

Why sponsor The Seattle Globalist?

Are you interested in reaching a wide audience of globally minded people in the Pacific Northwest? Whether you're hosting a community event or opening a new business, the Seattle Globalist provides you the opportunity to reach your target audience easily and cost-effectively.

Since the launch of The Seattle Globalist we have built a strong community that's rooted in Seattle's global identity. We are the only online publication dedicated to covering local-global issues, immigration, race and diversity here in Seattle. Our contributors are 67% people of color, 73% female, and 45% immigrants or first-generation Americans. Our readers are engaged with global issues, diversity, and internationally connected.

In addition to maintaining an active social media presence, we also send out a weekly email newsletter which goes directly to our subscribers' inboxes at 6 a.m. every Thursday. Our open rate is 17%.

About The Seattle Globalist Reader:

- Our social media followers are heavily concentrated in the Seattle area
- 54% of our viewers are ages 25-44
- Our weekly newsletter goes out to 4,000+ subscribers

Web Sponsorship Rates

- **Sponsor post** – on a particular event, featured exhibit, or something else related to your work: \$500. You provide all the content, which we copy-edit. Story appears in Sponsor Post section as well as on the home page. Content is flexible — you can include photography, infographics, links, fundraising pitches, etc.
- **Add-on newsletter & social media placement:** \$150
- **Modal/pop up ad (up to 400px square)** — our most engaging format: \$150 per day
- Ad in our weekly newsletter (600 x 200px, delivered to 3.5K subscribers at 6am each Thursday): \$350
- **“Super leader” ad (728x90px) at the top of our page:** \$250 per week
- **Featured sidebar ad (300 x 250px)** appears in “sticky” sidebar of every story on desktop or as first in-line ad on mobile: \$200 per week
- **Standard sidebar ad (300 x 250px)**, appears within group of 3 sidebar ads on desktop/scattered throughout articles on mobile: \$150 per week
- **Social media promotion** (Twitter, Facebook, and/or Instagram): \$500

Note: Discount plans are available for nonprofits. For more information please contact Travis Quezon at travis@seattleglobalist.com.

Custom Solutions: Our team is happy to work with you on putting together a solution package that is tailored to your specific marketing objectives (and your budget!). Please contact Travis Quezon to learn more: travis@seattleglobalist.com.

Sponsor Posts

Tell the story of your organization direct to our readers. Sponsor posts are published right alongside our regular content and reach our audience through social media and our weekly newsletter. It's the best way to share your vision and promote an upcoming campaign or opportunity. Ready to go? Write to travis@seattleglobalist.com to get started.

Contact Us

Share your brand with The Seattle Globalist today! Contact Travis Quezon at travis@seattleglobalist.com to become an advertiser or create a sponsor post. For more information, visit <http://www.seattleglobalist.com/sponsorship>.