

2022 Trust in News CONFERENCE AND AWARDS



Program

The MDDC Press Association is bringing Publishers, Ad Directors, Journalists and Marketers together for a week of awards and celebration!

May 9 – 12 will feature a series of short “broadcast” awards segments honoring first and second place winners in each editorial and advertising contest category. We will also feature nominees for organization-wide honors.

Friday, May 13, MDDC will host panel discussion tracks and the final best-in-show and organization-wide awards.

“TRUST IN NEWS” PRESENTING SPONSOR – \$4,000

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- Dedicated informational online webinar track
- Dedicated sponsor-provided 15-30 second pre-roll at beginning and end of all conference virtual streams
- Full page advertisement in member directory
- 2 sponsored emails to MDDC membership
- 2 sponsored posts on MDDC social channels
- 300x250 advertisement on MDDCpress.com for 90 days

"FREEDOM OF THE PRESS" SPONSOR - \$2,500

- Virtual co-host opportunity to introduce and announce "of the Year" contest winners alongside MDDC
- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- Dedicated sponsor-provided 15 second pre-roll at mid-point and of all conference virtual streams
- 4 MDDC Weekly Planner "Brought to You By" in subject line and logo at top of newsletter
- 1 sponsored post on MDDC social channels
- 1/2-page advertisement in member directory

"LOCAL MEDIA MATTERS" SPONSOR - \$1,500

- Virtual co-host opportunity with MDDC for dedicated MDDC panel online seminar
- Brand recognition on all promotional material leading up to and during the event (print, digital, pre-roll)
- Dedicated 15-second live-read during introduction of Sponsor at beginning of panel online webinar
- 2 MDDC Weekly Planner "Brought to You By" in subject line and logo at top of newsletter
- 1 sponsored post on MDDC social channels

"STAYING INFORMED" SPONSOR - \$500

- Brand recognition on all promotional materials leading up to and during event (print, digital, pre-roll)
- 1 dedicated sponsored email to MDDC opted-in email audience
- 1 MDDC Weekly Planner "Brought to You By" in subject line and logo at top of newsletter
- 300x250 advertisement on MDDCpress.com for 30 days

ADD-ON ADVERTISING OPTIONS

- Membership directory ½ page advertisement (\$350)
- Membership directory full page advertisement (\$550)
- 1 Dedicated email to MDDC opted-in members (\$350)
- 1 MDDC Weekly Planner or MDDC Ad Services Newsletter Sponsorship (\$250)
- 1 sponsored post on MDDC social channels (\$250)

**To reserve your sponsorship,
contact Kevin Berrier,
MDDC Marketing Director**

 **1-855-721-MDDC (6332)**
 **kberrier@mddcpress.com**