



**Date:** 25th June 2010

**Venue:** MSN, UK

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# Sponsorship Pack

**Web:** <http://www.newsrewired.com/>

**Twitter:** @newsrewired

#newsrw

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## Sponsorship enquiries

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# Why should you sponsor news:rewired?

Here are some of the reasons...

Direct exposure to hundreds of journalists and media professionals at the news:rewired event.

Association with a new, innovative and highly successful media event.

High exposure from low-cost options. Many media events charge upwards of tens of thousands of pounds.

Sponsors are announced through various media channels including RSS, Twitter, the news:rewired site and delegate emails, giving your brand maximum exposure over a variety of different platforms.

Journalism.co.uk is a highly respected journalism brand which attracts more than 150,000 unique visitors a month (Jan 2010 stats).

Phenomenal coverage through social networks (particularly twitter) spreads awareness of the event and its sponsors.

Your brand will be seen by thousands of potential delegates on the news:rewired site.

Journalism.co.uk has a history of running successful display campaigns for organisations and brands.



# First news:rewired event 14-01-2010

## Journalism.co.uk

Journalism.co.uk has been providing news coverage on the journalism industry since 1999. In addition to news coverage Journalism.co.uk is the leading advertiser of editorial jobs, events and training courses in the UK. We continue to grow and now receive more than 500,000 page views a month from 150,000 unique visitors with 17,604 journalists registered to receive our daily email newsletter.

## Key Information from the first news:rewired event

- Attended by more than 200 media and journalism professionals.
- More than 3,600 tweets on Twitter using the #newsrw tag.
- Trending topic on Twitter during the event (one of the top 10 talked about things in the world...on Twitter).
- Very positive reaction from both delegates and sponsors.
- 1,200+ followers to the **news:rewired** twitter account @newsrewired.
- More than 27,000 followers receiving news:rewired updates via @journalismnews
- Mentioned in over 200 blog posts.
- Very positive feedback from delegates.

## Sponsors and Partners

- Blinked.TV
- BBC College of Journalism
- Cision
- Audio Boo
- Press Association

## Speakers included

- **David Dunkley Gyimah**, award-winning videojournalist.
- **George Brock**, head of City University journalism department.
- **Kevin Marsh**, BBC College of Journalism.
- **Greg Hadfield**, Former head of digital media at Telegraph.co.uk.

## Focused sessions

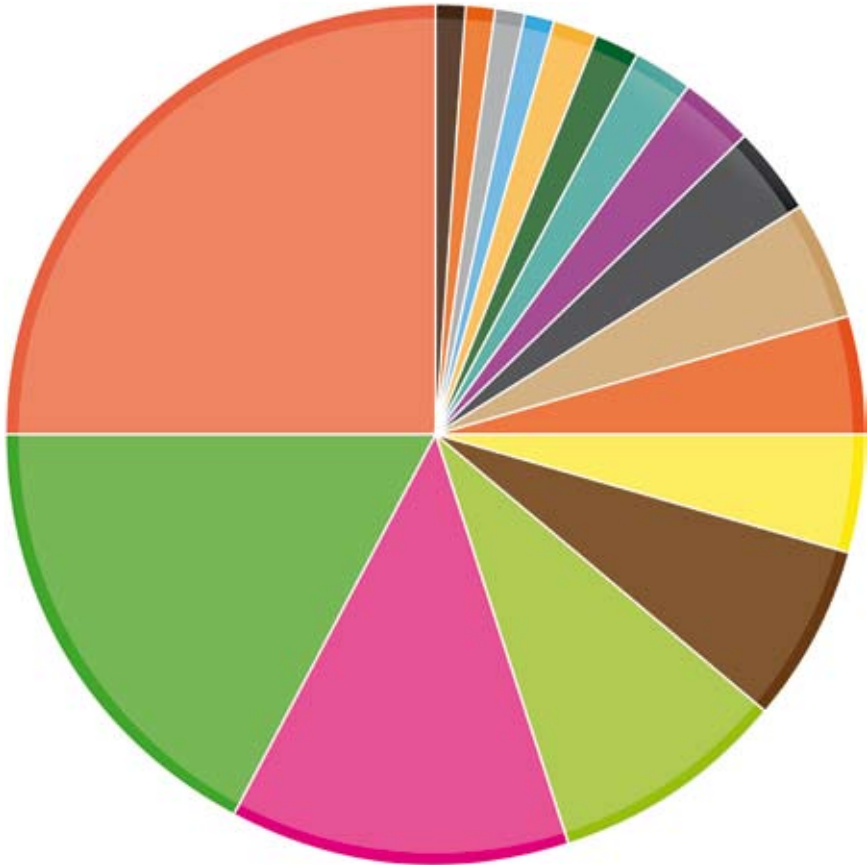
- Multimedia journalism
- Social media for journalists
- Troubleshooting panel on online journalism
- Local digital media
- Crowdsourcing
- Data-mashing
- New business models

## Mainstream news coverage of the event included:

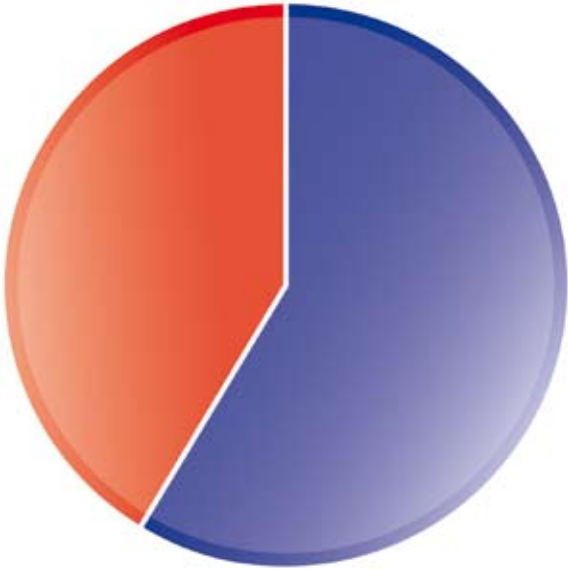
- The Guardian
- Reuters
- BBC



# Delegate information from first event



- Editor 25%
- Lecturer/Education 17%
- Freelance 14%
- Reporter 10%
- Director 6%
- Student 4%
- Head of department 4%
- Content Production 4%
- Deputy Editor 3%
- Media/Public Relations 3%
- Media Sales 2%
- Consultant 2%
- Communities 2%
- Videojournalist 1%
- Senior Developer 1%
- Producer 1%
- Co/Founder 1%



- Male 59%
- Female 41%

### Included delegates from:

- CNN
- EMAP
- Financial Times
- Guardian
- Guardian Local
- MSN
- New Statesman
- Newsquest
- News International
- Northcliffe Media
- Reuters
- RBI
- Sky News
- Telegraph



## Location

MSN, UK

## Covering

- Using mobile for newsgathering and publishing.
- Building online buzz about your title or work.
- Running user-driven projects, such as crowdsourcing.
- Paid-for content and services.
- Building interactive features for better storytelling.
- How to build and manage online communities around your specialist journalism.

## Confirmed Speakers

- **Kevin Anderson**, digital innovator and online journalist.
- **Peter Bale**, executive producer, MSN UK.
- **Simeon Brody**, community editor, Community Care (RBI).
- **Vicky Chowney**, editor, Reputation Online, Centaur Media.
- **Tony Curzon Price**, editor-in-chief, Open Democracy.
- **Matthew Eltringham**, assistant interactivity editor, BBC News.
- **Ilicco Elia**, head of consumer mobile, Thomson Reuters.
- **Mike Harris**, public affairs manager, Libel Reform Campaign.
- **Ciaran Norris**, head of social media, Mindshare.
- **Simon Perry**, publisher, the Ventnor Blog.
- **Karl Schneider**, head of editorial development at RBI.
- **Samantha Shepherd**, online journalist and digital projects co-ordinator, Bournemouth Daily Echo.
- **Chris Taggart**, developer, OpenlyLocal.
- **Michael Targett**, online and digital development editor at Flightglobal, Reed Business Information.
- **Phil Trippenbach**, freelance interactive producer, trippenbach.com.
- **Ollie Williams**, Olympics reporter for BBC Sport.
- **Tom Whitwell**, assistant editor and head of online, the Times.

For further up-to-date information please visit  
<http://www.newsrewired.com/>

# Sponsorship Options

## Gold Package

A comprehensive opportunity offering your brand maximum exposure before, during and after news:rewired.

### Includes:

- Branded stall at news:rewired
- Branding on pre-event emails
- Banner or Box branding on the news:rewired site
- Branded leaflet in all news:rewired delegate packs
- Logo and profile on news:rewired site and in delegate pack
- Featured sponsorship announcement on the news:rewired site. Also goes out through the @newsrewired twitter account to 1,400+ followers
- Four free tickets to the event

**Cost: £3500 + VAT**

## Silver Package

### Includes:

- Branding on pre-event emails
- Banner or Box branding on the news:rewired site
- Branded leaflet in all news:rewired delegate packs
- Logo and profile on news:rewired site and in delegate pack
- sponsorship announcement on the news:rewired site. Also goes out through the @newsrewired twitter account to 1,400+ followers
- Two free tickets to the event

**Cost: £2000 + VAT**

## Lunch Sponsor

### Includes:

- Branding around the lunch area/tables
- Announcement on news:rewired site and twitter account
- Banner or Box branding on the news:rewired site
- Cost of lunch covered by sponsor (announced)
- 4 free tickets to the event

**Cost: £3000 + VAT**

## After events drink sponsor

### Includes:

- Branding around the after event drinks
- Banner or Box branding on the news:rewired site
- Announcement as drinks sponsor at news:rewired
- 4 free tickets to the event

**Cost: £3000 + VAT**

## Delegate Pack Inserts

### Includes:

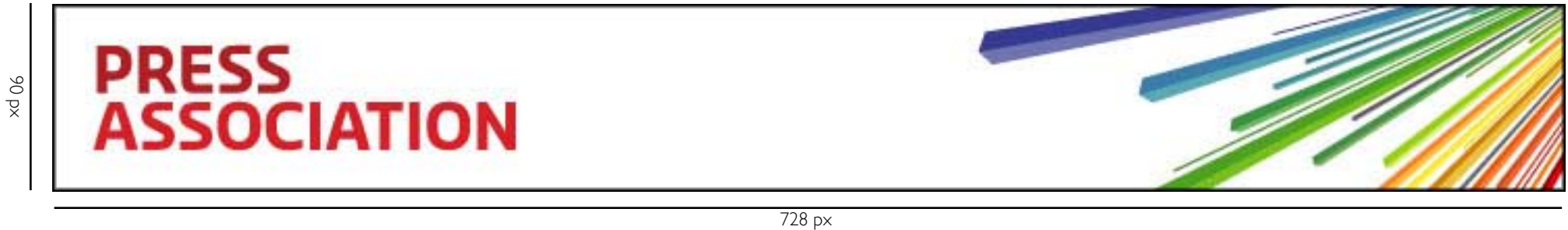
- Up to A4 size double sided branded leaflet included within the delegate pack given to every attendee at the event (To be supplied by sponsor).
- 1 free ticket to the event

**Cost: £350 + VAT**

Other opportunities available on request

## Display branding specifications

news:rewired site banner



news:rewired site box



We accept

- Jpeg
- Gif
- Most flash file types

For more information on news:rewired sponsorship options please contact:  
Adam Cox ([adam@journalism.co.uk](mailto:adam@journalism.co.uk)) or  
Chris Evans-Roberts ([chris@journalism.co.uk](mailto:chris@journalism.co.uk))  
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