ENTREPRENEURIAL SKILLS SERIES SPONSORSHIP
Align With Publishers Who Make Success a Priority

In this inspiring and informative pilot program, LION will arm its members with the skills they need to run a successful local news business and the confidence to proactively tackle new challenges as they arise. Each four-week class in the series will focus on a specific skill set, with expert guidance by an instructor who has practical experience and knowledge.

The inaugural Entrepreneurial Skills Series will include two sessions each week (a total of eight per month). The first session each week will include a blend of lecture and hands-on activities, while the second session will be open for idea exchange and problem-solving. Enrollment will be capped to ensure a high level of interaction.

Summer-Fall 2020 series topics include:
August — Managing Money for News Entrepreneurs
September — Growing and Retaining Your Audiences
October — Building an Inclusive Newsroom (SOLD)

Your sponsorship shows support of LION members by helping to underwrite the cost of presenting these timely and relevant topics. Increase awareness of your services by being visible to our members as a solution provider and supporter.

Benefits:

- Naming opportunity
- Newsletter article with sponsor quote
- Recognition on news section of website
- Social media mentions (Facebook, Twitter, LinkedIn)
- Logo on website as a supporting sponsor
- All benefits of a Solutions Provider+ for one year

Single Month Sponsorship: $2,500
Multi-month sponsorship available upon request.

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