



SOCIETY *for*  
ADVANCING  
BUSINESS  
EDITING *and*  
WRITING

## **Establish relationships. Generate coverage. Distribute content.**

SABEW is committed to advancing the careers, knowledge and skills of business and finance editors, reporters and personal finance columnists. Their stories and columns inform the decisions of thousands of business leaders, investors and consumers around the world.

Our 3,600 members work for Bloomberg, Reuters, The New York Times, The Wall Street Journal, CNN, CNBC, Quartz, Cheddar, Investopedia, Bankrate, American City Business Journals, regional dailies and more.

There are myriad ways to connect to our members and position you and your company as useful resources for them, including

### **Sponsorships**

We offer sponsorships that give your company visibility and opportunities to interact with members. The opportunities include

- Spring and fall conference sponsorships which together attract some 250 members. These sponsorships can be 1) for the conference as a whole, 2) for a particular session you have an affinity for, and 3) a sponsored content session that you plan with the guidance of a SABEW member to ensure its pertinence and success. Registrations are included.
- Virtual trainings offered for one hour via phone or webinars. These attract an average of 40 members for each event. A committee of SABEW members plans about 10 of these highly specific programs each year. [Check out the topics.](#)
- Workshops focus on specific topics for a selected group of members who apply. These include the [Health Care Symposium](#) and the [Goldschmidt Data Immersion workshop](#), which are funded by foundations.

Sponsorship levels range from \$1,000 to \$50,000.

SABEW - Walter Cronkite School of Journalism and Mass Communication,  
Arizona State University  
555 North Central Ave, Suite 406 E, Phoenix, AZ 85004-1248  
Phone: (602)-496-7862

(more)

## **Exhibit tables**

Sometimes, exhibit tables are the best way to introduce yourself and speak face to face with members about what your company does or knows. It is a great way to establish yourself as a source for their stories.

We offer exhibit tables for our spring conference (May 16-18, 2019 in Phoenix, Arizona) and fall conference (always one day in October in New York City). Exhibitors receive two full conference registrations and are welcome to participate in receptions and sessions alongside our members. Your logo is placed on the conference website and materials. Table prices range from \$1,500 to \$3,200.

## **Sponsored-content e-blasts**

Another way to catch the attention of our 3,600 members is to send out a sponsored content e-blast.

You submit copy that is helpful and interesting without making a sales pitch and includes a link to your website for more information. We'll offer suggestions to improve it, and then we'll use our standard template to lay it out in Mailchimp. These are delivered on Wednesdays.

[Here's an example](#) of an e-blast. These cost \$250 for nonprofits, \$400 for for-profit companies.

Often, we offer e-blasts as a benefit for our exhibitors.

## **Conference bag inserts**

Attendees at our spring and fall conferences receive conference bags and appreciate finding useful tips, information sheets, resource lists, and promotional swag. This can serve as the way to put your name in front of our members. The cost is \$250.

**For more information about these opportunities, contact director of sponsorships [Renee McGivern](#), 651-210-0911.**