



50
WASHINGTON
blade
50 YEARS AS AMERICA'S LGBTQ NEWS SOURCE



2019 SPONSORSHIP OPPORTUNITIES

WASHINGTON BLADE 50TH ANNIVERSARY
WASHINGTONBLADE.COM



THE WASHINGTON BLADE

Since 1969, the Washington Blade has worked to tell the stories of the LGBTQ community of the metro D.C. area. Since our early days, that mission has expanded to include our unparalleled coverage of political news as the only LGBTQ source inside the White House. And, more recently, the mission grew again to include unique international coverage, specifically focusing on LGBTQ issues in Latin America and the Caribbean. Put simply, the Blade is news, investigative journalism, current and accurate stories for the community, by the community.



From Stonewall and the emergence of the Gay Liberation movement through the HIV/AIDS crisis and marriage equality, to today's headlines from the White House and across the country and world, the Blade team has been on the scene. Award-winning journalism continues to be our hallmark.

THE FUTURE

In the next 50 years, the Blade will amplify the voices of the LGBTQ community as it continues to grow and gain visibility. We will educate the next generation, reaching them with new technologies. We will continue to support LGBTQ liberation on other continents. We will support and train the next generation of journalists. We need your help to ensure that happens.

WHY PARTNER WITH US?

Support freedom of the press, in its purest form. The Blade is an independent publication serving a minority community. The current political climate finds the media under siege. The Blade's 50th year represents our success as a news provider, yet that unique LGBTQ voice must not be threatened or silenced. Protecting the community service we provide, telling the stories of the community, delving deeply into issues and events with an unparalleled focus is our mission. Partnering with the Blade enables us to maintain our history while speaking authentically to change. Partnering with us preserves and boost all the voices of the LGBTQ community.

As technology and various media outlets evolve, we need support to strengthen our ability and resources to reach more readers. Growing our reach we will expand collaboration with our fledgling network of LGBTQ journalists outside the USA. We strive to build a global community. Through our foundation we have been able to fund enterprise journalism projects focused on LGBTQ and underserved/overlooked subsets of our communities. With continued collaboration and support, you will become a champion of innovation, inclusion and education in the form of accurate timely journalism by, for and about the LGBTQ community.



"One of the most influential publications written for a gay audience."

The New York Times

IMPACT OVER THE PAST 50 YEARS



50 YEARS

and counting as the nation's "Newspaper of Record for the LGBTQ Community"



22+

journalists working across the U.S.



700,000

unique readers in print and online each month



The only alternative publication that is a member of the White House press pool, presidential pool rotation and White House Correspondents' Association



SCORES OF JOURNALISM AWARDS INCLUDING:

- Silver Gavel Award from the American Bar Association
- Merriman Smith Award, runner-up, Chris Johnson for presidential news coverage, 2018
- Dozens of Dateline Awards for Excellence in Journalism from the Society of Professional Journalists Washington, D.C., Pro Chapter.
- Making History Award from the Historical Society of Washington, D.C., 2014

"As the only LGBTQ outlet in the White House each day and in the president's pool rotation, the Blade plays an important role in holding the administration accountable on our issues."

Kevin Naff
Editor, Washington Blade



ENGAGEMENT OPPORTUNITIES

Our 50th year offers everyone a chance to participate and support the Blade. So, join us in celebrating 50 years of journalism for the community and by the community and the next 50 to come.

The Washington Blade, the nation's **FIRST LGBTQ NEWSPAPER** launched in the immediate aftermath of the Stonewall riots, turns 50 in 2019. As we plan a year's worth of celebrations and commemorations to mark the **GOLDEN ANNIVERSARY**, we invite our corporate partners to join us.

This historic moment will generate a lot of mainstream media interest along with numerous public events and special digital and print features throughout the year. You don't want to miss this unique opportunity to be part of this LGBTQ milestone.

Find out what's right for you, your company, or your organization, and join us in celebrating 50 years of impactful, trusted, and award-winning journalism for the LGBTQ community!

VOLUNTEERING

The Washington Blade 50th Anniversary will have various opportunities for volunteers to support events from assembling gifts bags, staffing events, and supporting other roles to ensure the best experience for participants. This is a great way to fulfill your company's corporate social responsibility in addition to your sponsorship level.

GIFT BAGS

Attendees of the 50th Anniversary Gala and other select events will receive gift bags filled with marketing items from sponsors. Does your company have something that attendees would find engaging and make an event memorable beyond one day or night?



"The Blade represents the very best in LGBT journalism. In an era such as ours news outlets that work hard to report true facts are so important. We salute the Blade for 50 years of dedication to educating and informing our community."

Michael Weinstein
President, AIDS Healthcare Foundation

50 Years OF THE WASHINGTON BLADE

OCTOBER 1969

The Gay Blade first published as a monthly newsletter.

JUNE 1972

Blade publishes first multi-page edition.

JULY 1974

Blade printed in newsprint for first time.

1979

Blade changes publication from monthly to bi-weekly.

OCTOBER 1980

Name changed to The Washington Blade.

JANUARY 1983

Washington Blade publishes weekly.

SEPTEMBER 1995

Online edition of Washington Blade launched.

OCTOBER 2008

John McCain becomes first Republican presidential nominee to do interview with LGBT publication.

APRIL 2010

Washington Blade purchased by Brown, Naff, Pitts Omnimedia.

2013

Washington Blade admitted to White House pool rotation (First LGBT publication ever).

OCTOBER 2019

Washington Blade celebrates 50th Anniversary.

TIMELINE

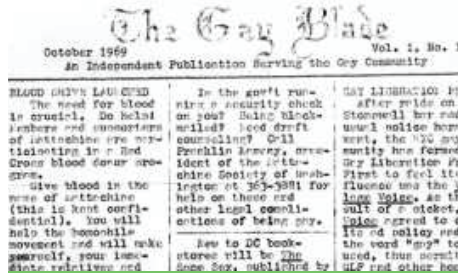
The *Washington Blade* was founded in 1969 as a black & white, one-sheet community newsletter. In 2019 the *Blade* celebrates its 50th anniversary as America's LGBT News Source. The *Washington Blade* was selected to join the pool rotation for the White House Press Corps, becoming the first LGBT publication to participate in these duties. Readers locally and globally rely on the *Blade's* unmatched coverage, which has garnered scores of local and national journalism awards. The *Blade* is recognized as the nation's "Newspaper of Record for the LGBT Community."



2019 EVENTS



D.C.'s Most Eligible LGBT Singles Party
 Saturday, February 9, 2019
 Location: TBD
 Attendance: 200+



Washington Blade Archives Unveil
 in partnership with DC Public Library
 April, 2019
 Location: TBD



Rehoboth Summer Kickoff Party
 Friday, May 17, 2019
 Location: Blue Moon | Rehoboth Beach, DE
 Attendance: 100+



DC Pride Comedy Show
 Location: TBD
 Attendance: 500+



DC Pride Parade Viewing Party
 Saturday, June 8, 2019
 Location: Studio Theater
 Attendance: 250+



Pride on the Pier
 Saturday, June 8, 2019
 Location: The Wharf
 Attendance: 5000+



Capital Pride Festival
 Sunday, June 9, 2019
 Location: Pennsylvania Avenue | Washington, DC
 Attendance: 250,000+



7th Annual Sports Party
 Friday, July 19, 2019
 Location: TBD
 Attendance: 100+



Best of Gay DC Party
 Thursday, September 19th
 Location: TBD
 Attendance: 350+



Washington Blade 50th Anniversary Event
 Third week of October
 Location: TBD
 Attendance: 200+

SPONSORSHIP LEVELS & BENEFITS	Presenting \$100,000	Premier \$50,000	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Partner *
AVAILABILITY	2	4	6	8	10	Unlimited	Unlimited
MARKETING							
Full Page Ads in Washington Blade print edition	52	26	13	6	1	Half-Page	
Web Ad Campaign with 50,000 monthly run-of-site impressions and weekly E-Blast ads	12	6	3	2	1	1	
Tickets to 50th Anniversary Events**	12	10	8	6	4	2	
Dedicated E-Blasts	6	4	2	1			
Sponsor recognition in official press releases	✓	✓	✓				
Logo placement on all 50th promotional materials, including weekly 50th promo page in Blade	✓	✓	✓	✓			
Opportunity to place branded items in gift bags	✓	✓	✓	✓	✓		
Recognition on participant and volunteer tees (when applicable)	LOGO	LOGO	LOGO	LOGO	NAME ONLY	NAME ONLY	NAME ONLY
Hyperlinked logo or name included in all digital communication	LOGO	LOGO	LOGO	LOGO	NAME ONLY	NAME ONLY	NAME ONLY
Recognition on event day sponsorship signage	LOGO	LOGO	LOGO	LOGO	NAME ONLY	NAME ONLY	NAME ONLY
ADDITIONAL BENEFITS							
Speaking Opportunities	ALL EVENTS	50TH GALA					

*Partners are non-profits with whom the Blade has worked with for decades and looks to continue its work together for the betterment of the LGBTQ community.

** Includes DC's Most Eligible LGBT Singles Party, Rehoboth Summer Kick-Off Party, DC Pride Comedy Show, DC Pride Parade Viewing Party, Pride On The Pier VIP, Capital Pride Festival, 7th Annual Sports Party, Best Of Gay DC Party, Washington Blade 50th Anniversary Event.



PLEASE CONTACT LEE GRANADOS AT LEEG@GGDCPRO.COM FOR MORE INFORMATION.