



Radically Rural

SEPTEMBER 21 & 22

2022 SPONSORSHIP OPPORTUNITIES



BROUGHT TO YOU BY:
THE HANNAH GRIMES CENTER FOR ENTREPRENEURSHIP AND THE KEENE SENTINEL

About Radically Rural

Small towns, extraordinary impact!

Radically Rural builds powerful networks of passionate, engaged, innovative people willing to share ideas and resources and take action to strengthen their small communities across the country.

It serves as a place where rural news is made and projects are launched in the fields of Arts & Culture, Community Journalism, Entrepreneurship, Land & Community, Clean Energy, Health and small-town Main Streets.





Empower extraordinary impact



For the past five years, Radically Rural has assembled a wealth of ideas, inspiration and people to our summit each fall.

Sponsorship enables your business to:

- Develop and spread positive ideas that will drive change and prosperity throughout rural America.
 - Align your brand and build your network to include up to 700 amazing leaders, influencers, decision-makers, doers and engaged stakeholders in rural economic and community development.
 - Gain visibility in a dynamic, growing ecosystem of forward-looking rural communities.
 - Receive extensive editorial and advertising coverage prior to, during and post-event in print, digital and social media.
 - By sponsoring this important event, you are empowering rural communities to do the work that they know needs to be done.
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What could be a better return on your investment?

Sponsorship Programs



Radical Sponsor

A fully integrated experience for your company and brand

Track Sponsor

Alignment with key topics and values

Gold Sponsor

A general sponsorship delivering high visibility and brand alignment

Silver Sponsor

A general sponsorship delivering visibility and brand alignment

Supporting Sponsor

A low cost way to support this important event through mutually beneficial advertising in the Business Journal



**RADICALLY
RURAL**

Radical Sponsor

Four (4) Available

Speaking
Opportunity

8 Event Tickets

Full Page
Advertising in
Premium Position

30,000 Digital
Advertising
Impressions

Logo Feature
on Event Website

Sponsor Provided
Story and Photo
(750 words)

Prominent
Logo Display
Throughout Event

Logo Displayed on
All Supporting
Marketing

Virtual Exhibit
Booth

\$10,000



Track Sponsor

Seven (7) Available

Welcome and
introduction at
Sponsored Track

6 Event Tickets

Full Page
Advertising

20,000 Digital
Advertising
Impressions

Logo Feature
on Event Website

Sponsor Provided
Story and Photo
(500 words)

Prominent
Logo Display
Throughout Track

Logo Displayed on
All Supporting
Marketing

Virtual Exhibit
Booth

\$7,500



Gold Sponsor

Five (5) Available

4 Event Tickets

Half Page
Advertising

10,000 Digital
Advertising
Impressions

Logo Feature
on Event Website

Sponsor Provided
Story and Photo
(300 words)

Prominent
Logo Display
Throughout Track

Logo Displayed on
All Supporting
Marketing

Virtual Exhibit
Booth

\$5,000



Silver Sponsor

Five (5) Available

2 Event Tickets

Quarter Page
Advertising

5,000 Digital
Advertising
Impressions

Logo Displayed on
All Supporting
Marketing

Virtual Exhibit
Booth

\$2,500



Supporting Sponsor

Full Page: \$700

Half Page: \$450

Quarter Page: \$325

Center Spread:
\$950

Add a 500 word
Editorial Story
for \$350

up to \$1,000

Add \$1,000 to any sponsorship level to gain year-round exposure to our national network!

These sponsors will be promoted as key partners at all Radically Rural Roundtables during the program year.



Sponsor Benefits

Customizations available upon request

Attend & Participate

Speaking opportunities and tickets to the event.

Editorial Support

Tell your story in words and pictures with a feature in our supporting Radically Rural edition of The Business Journal.

Advertising Support

Accompanying display advertising in the Radically Rural edition of The Business Journal and digital advertising either locally through The Keene Sentinel or through targeted programmatic networks.

Branding & Promotion

Prominent display of your company logo and brand throughout the event and all supporting advertising and marketing.

Virtual Sponsor Booth

Virtual booth geared toward lead generation displaying your logo, cover photo, description of your business, calls to action, attachments, and more.

Notable Past Sponsors



Join the movement

Let's connect about sponsorship
opportunities today!



Call us

General questions: 603-352-5063

The Hannah Grimes Center for Entrepreneurship

Ad questions: 603-352-1234

The Keene Sentinel

Email us

General questions: radicallyrural@gmail.com

Ad questions: advertising@keenesentinel.com

*Note: For submitting your promo materials (see next page),
please copy both of the above e-mail addresses*

Visit our website

www.radicallyrural.org

Promo Materials We Need



Logo

Submit the logo you would like used in promotion as soon as you confirm sponsorship so that we can get it in our print and online promotions ASAP (at least one version that you provide should be square or rectangle for your virtual sponsor booth).

Story

Provide a story the length of the word count specified in your sponsor level. In it, tell us about what you do, and particularly your connection with rural communities.

Photos

1-2 Photos you would like to use in your virtual sponsor booth and to go along with your story (they can be the same or different).

Ad Graphics

Check the size specified in your sponsor level:

Full page ad: 7.5" wide by 9.75" high

Half page ad: 7.5" by 4.85"

Quarter page ad: 3.7" by 4.85"

Virtual Booth materials

Depending on how robust you want your virtual sponsor booth, you can provide as much of the following as you like:

- Links to website & social media
- Attachments (informational brochures, case studies, etc)
- Calls to action (Book an appointment? Check out products?). Can be customized.
- Is there anything you would like to offer attendees such as a discount (if applicable)?
- Would you like the live chat turned on? If so, someone from your organization would have to be available to chat with attendees.

All materials should be given in high res PDF, JPEG or PNG.

Deadline to provide all of the above: August 1



Sponsor Testimonial



Dani Ruffo
AVP, Community
Engagement & Marketing

Savings Bank of Walpole



"Radically Rural is a well-attended event that attracts people to our community. It showcases topics that are important and relevant to our region.

As our communities bank it is important for us to support our main street businesses and organization and to continuously invest in our community."