



# CREATIVE AND UNIQUE SPONSORSHIP IDEAS

# What we're going to cover today

1 Unique ways to sell newsletters today

3 Sponsorships that are featured within stories

2 Video, video, video. How to create and sell Reels

4 Longform storytelling and how to monetize it in a newsletter

# Why creative sponsorships matter

- Programmatic ad rates fluctuate and are vulnerable to market shifts, while creative sponsorships offer predictable, long-term income.
- Sponsored content, newsletters, and events allow advertisers to connect with audiences in a more natural and engaging way than standard display ads.
- Custom sponsorships often command premium pricing
- With evolving privacy regulations and ad blockers, direct sponsorships provide a more sustainable way to monetize audiences.

# Idea #1: Maximizing newsletter sponsorships

Let's get beyond the traditional web ad in a newsletter:

- Text sponsored by an advertiser in your logo
- Sponsored messages with text only and with images
- Branded content (longform and short form)
- Events that offer add value for attractions

# Work a logo of an advertiser into your header

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THE LATEST ACROSS THE ST. LOUIS RESTAURANT SCENE

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*This newsletter is presented by*



> Sponsored By: Advertiser can have other positions in newsletter ([Link](#))

Work a logo of an advertiser into your header



**RoughDraft**  
Sponsored by  
the High Museum

> [Link](#)

# If you sell branded content, feature it

## BRANDED CONTENT

### **Megan Sinclair is breaking barriers in the automotive industry**

As the first woman to lead her family's legacy at Dave Sinclair Lincoln in St. Louis, she's blending tradition with innovation while inspiring the next generation of women in the automotive industry. [See how Megan is driving the dealership forward.](#)

> Branded content: Smaller treatment between editorial elements [\(Link\)](#)

# If you sell branded content, feature it

## PRESENTED BY

**Simply Design: An Albuquerque partner for digital marketing success**



> Branded content: Larger inline unit ([Link](#))



# Sponsored messages incredibly effective

## **This Symphony Sings**

**SPONSORED BY ATLANTA SYMPHONY ORCHESTRA**

🎵 Works of passion, mystery, and wonder fill Symphony Hall this month! Nov. 7, 9 & 10, Music Director Nathalie Stutzmann welcomes a marvelous lineup of soloists to join the Atlanta Symphony Chorus as they present a night of Mozart masterpieces — his mysterious, otherworldly Mass in C Minor and delightfully tuneful Symphony No. 40.

> Sponsored messages: Can highlight events, announcements

# Sponsored messages incredibly effective

- This approach works well with attractions, real estate, insurance; really anything that has an announcement
- The click thru can drive to a story on your website or a link to their site



## Embark on a prehistoric adventure!

SPONSORED BY THE FERNBANK MUSEUM

Journey through time at **Fernbank Museum** to discover what made dinosaurs that once roamed the Southern Hemisphere unique from their better-known relatives in North America. With stunning skeletal displays and augmented reality, the new exhibit Ultimate Dinosaurs reveals how the breakup of Pangaea shaped the evolution of dinosaurs. See life-sized casts, fossils, and hands-on specimens like Eoraptor and Giganotosaurus.

➡ Visit the Ultimate Dinosaurs exhibit daily during regular hours, plus select after-hours events until May 4. [Plan your visit today](#) and step into the prehistoric world!

# Use event listings to offer value added or upsell opportunities

- This publisher uses a long list of events in their newsletter to give advertisers even more visibility
- Could break out featured events of the week that are sponsored

[Link](#)

## All Weekend

- [Guide to St. Pat's Parades](#)
- [Build the Thrill at Legoland](#)
- [Snoopy and the Red Baron](#)
- [Big 12 BLVD Fan Fest](#)
- [Captain America: Brave New World](#)
- [Night of the Zoopocalypse Showing](#)
- [Laser Taylor Swift \(Taylor's Version\)](#)

## Thursday

- [Music & Movement at Inspired Play Cafe](#)
- [Night at the Arboretum](#)
- [Black Wings: American Dreams of Flight](#)
- [Toddler Time at Ceramic Cafe](#)
- [Backyard Specialists Pay For Play](#)
- [We, the People: Exhibit](#)

## Friday

- [Pi Day at Union Station](#)
- [PJs & Moana at Inspired Play Cafe](#)
- [Club SciKidz Camp](#)
- [Spring Moonlight Hike](#)
- [Homeschool Jump](#)
- [Creative Storytime](#)
- [Critter Feeding](#)

## Saturday

- [Spring Open House at Family Tree](#)
- [Ninja Warrior at Science City](#)
- [St. Pat's Day Craft at Inspired Play Cafe](#)
- [Brookside St. Patrick's Day Parade](#)
- [Local Life in Overland Park](#)
- [Snakes and Scones!](#)
- [Orchid Delirium at Powell Gardens](#)

## Sunday

- [The Science of Guinness World Records](#)
- [Free Fun: Mask-Making at the Nelson](#)
- [Cedar Cove: Public Tours](#)
- [Shawnee St. Patrick's Day Celebration](#)
- [NARUTO: Symphonic Experience](#)
- [Back to the 50s: Bowling](#)

## Next Week

- [Disney on Ice: Let's Dance](#)
- [Container Workshops at Family Treee](#)
- [Cinderella: A Salsa Fairy Tale](#)
- [Spring Break Living History](#)
- [Totally Tots at Kemper Museum](#)
- [Spring Break Beach Bash](#)
- [Ninja Warrior at Science City](#)

[Browse 700+ Upcoming Events Here!](#)

# Let's talk about content that drives donations, subscriptions

Use great content to encourage your audience to support your organization

This article and follow-up editorial affecting our community was first reported in the Bay Area Reporter, which is the only news organization in the San Francisco Bay Area focusing on LGBTQ people.

Support our mission with a one-time, monthly or annual contribution to ensure that the Bay Area reporter remains free to LGBTQ community members regardless of their ability to pay.

YES, I'D LIKE TO HELP!



## The BAY AREA REPORTER

Support a trusted voice! The Bay Area Reporter relies on our readers to power LGBTQ journalism for us, by us, and about us.

Donate

Last week our assistant editor John Ferrannini broke the story of how San Francisco's Roman Catholic archbishop was advising local priests on how they could get away with not blessing same-sex couples after the pope's historic announcement allowing the blessings just before Christmas.

"A source came forward and gave me the archbishop's letter," Ferrannini said. "A very local, specialized story? Yes, but one with big implications. It's that 'Inside Baseball' kind of stuff, that attention to detail, that's the role of our local papers. When that starts to slide on the small stuff, it's bad for civil society."



# Best content for driving donations, membership

- Enterprise reporting and deeply-reported stories
- Content that ties to topics that have an emotional connection
- Stories that help readers do something with the information
- Content that makes readers want to take an action
- Content that makes me feel good

Let's take a look at a few specific examples



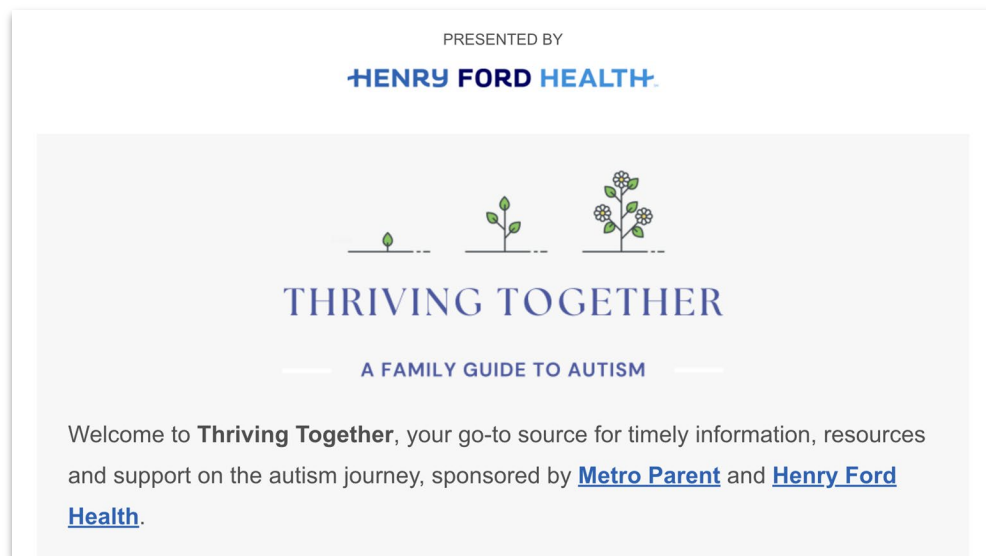
## Idea #2: Narrative newsletters

- It's a newsletter sponsored by an advertiser that includes their content
- But it's not singularly their content, it also includes content around the same theme
- It's measured by opens and subscriber numbers



# How a publisher made it happen

- A publisher of a parent magazine in Detroit introduced a newsletter product for its top advertisers
- Idea was born as part of a transition from a longstanding event to this new product
- Part of a first-party data strategy





# Here's what they look like

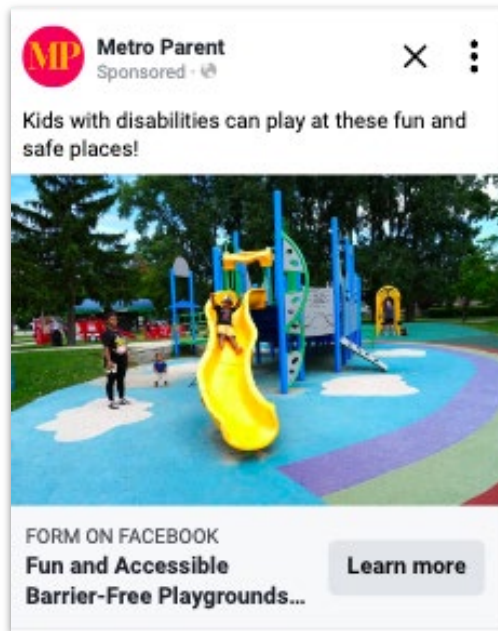


[https://thezoeteam.com/-temporary-slug-5bdeaea-996e-46db-aed7-ccc7fcb23990?hs\\_preview=mTCrVSnb-180530081047](https://thezoeteam.com/-temporary-slug-5bdeaea-996e-46db-aed7-ccc7fcb23990?hs_preview=mTCrVSnb-180530081047)

[https://info.metroparent.com/-temporary-slug-42d17bc3-e636-4fcd-b242-c70e6b814137?hs\\_preview=DuCQnSJR-181209216084](https://info.metroparent.com/-temporary-slug-42d17bc3-e636-4fcd-b242-c70e6b814137?hs_preview=DuCQnSJR-181209216084)

# How were emails acquired?

- Using a social media campaign, we took previous autism content and drove sign ups
- Nearly 6,000 readers are signed up for this newsletter now
- Running surveys to understand reader interests



# What kind of industries does this work for?

- Nonprofits, attractions, home service, etc.
- Sell this as a standalone product or bundle with your overall sponsored content package
- AI a helpful tool when putting something like this together



# Another newsletter idea: Bundle headlines

- If an advertiser has several pieces of content, this is an effective tactic
- Use a tool like Site Impact to help them reach a large audience
- Perfect for branded content campaigns (if you have enough content) [Link](#)



## Idea #3: Featured listings

- Create a regular list for things like camps, classes and best of's
- Provide an avenue to upsell companies and organizations who want to be at the top
- Camps, classes, dining, attractions ([link](#))

### Featured Summer Camps for Kids in Western Suburbs

*In this section, Chicago Parent's advertising partners share their top summer camp offerings.*

#### Camp Galileo



Photo Credit: Camp Galileo

## Idea #3: Featured listings for schools

- Same idea could be applied to a schools/education product
- Niche.com a great resource to build best schools list
- Department of Education provides school report cards

EDUCATION PUBLIC SCHOOLS

## Illinois Best Public High Schools Ranked – Did Yours Make the List?

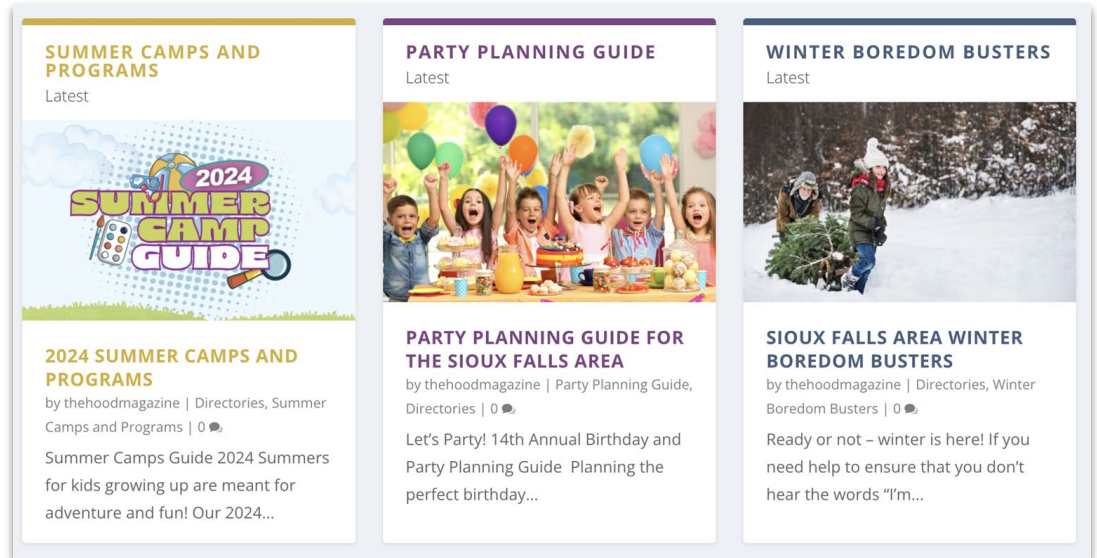
*Find top public high schools in Illinois! Explore Niche's rankings based on academics, teacher quality and more.*

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# Feature listings: A new spin on directories

- Lay out content about each business, opposed to just general information about their business
- More useful for the audience because it provides a single place for access to all of the classes, camps and guides you need

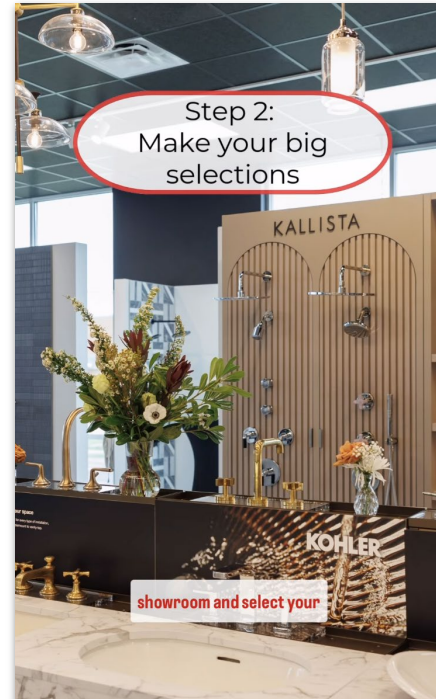


## Idea #4: Sell a burst of social video

- Create a set of Reels for an advertiser all in a single month:

- Tie to seasonality
- Registrations
- Trending topics

Bundle or sell standalone (\$500-\$750 per Burst)



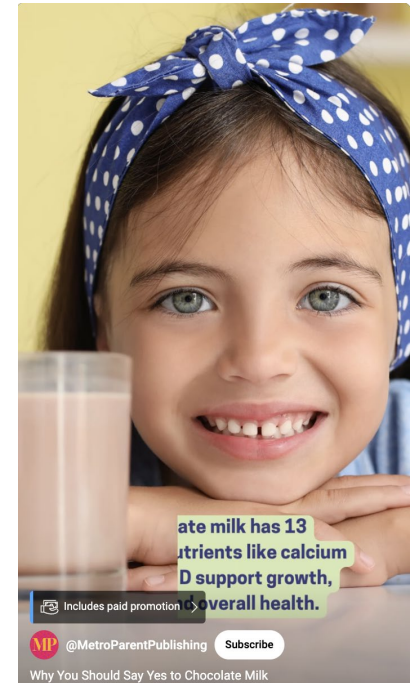
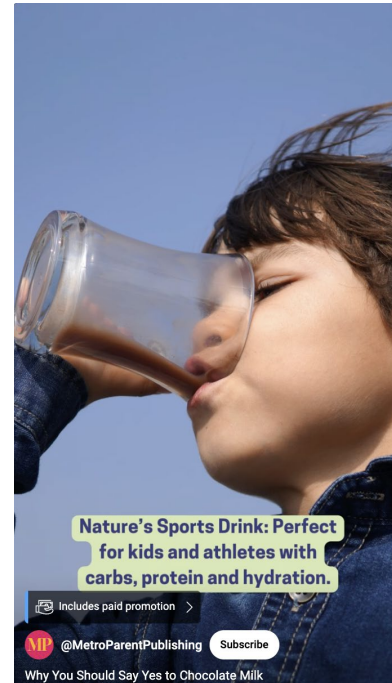


# Create volume for an advertiser

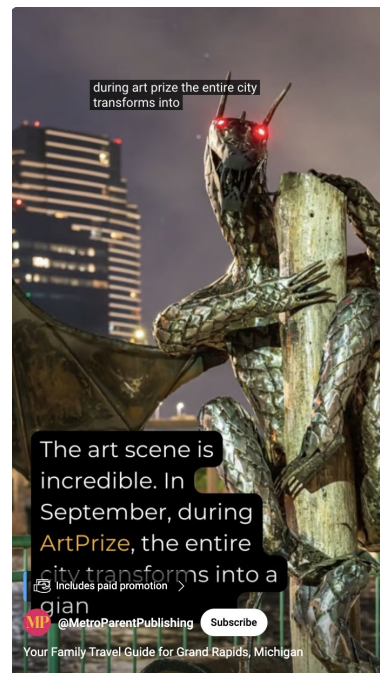
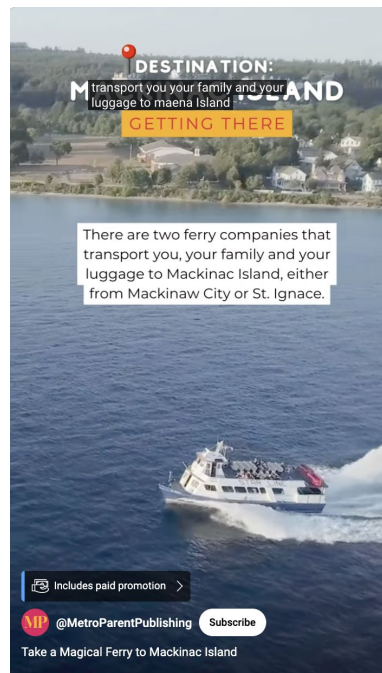
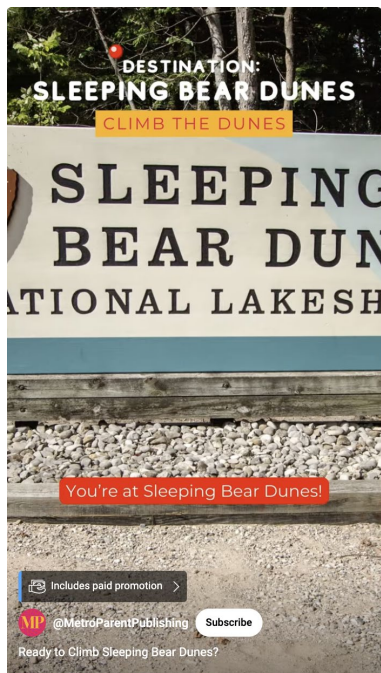
- Create a set of Reels for an advertiser all in a single month:
  - Tie to seasonality
  - Registrations
  - Trending topics

Camps, education, banks, medical

<https://www.youtube.com/shorts/2uSyZ6IMMDw>

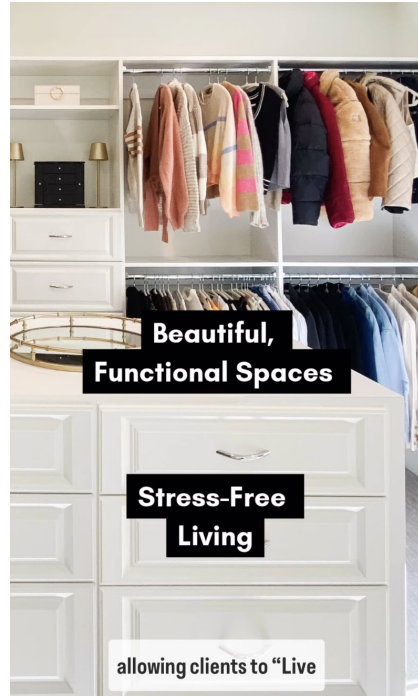


# An example of how this work for auto dealer



<https://www.youtube.com/@MetroParent/shorts>

# Just sell single videos (sponsored or not)



<https://www.instagram.com/stlouismag/?hl=en>

## Idea #5: Social media (partnership posts)

- Provide organizations and businesses the opportunity to share important programs, information and event details through our channel
- Provide a paid budget to reach a wider audience
- Isn't just an ad but comes with a post write up (Facebook likes longer posts)



**Chicago Parent**  
March 4 at 1:41 PM · 🌐

Summer is around the corner—secure your child’s spot at Summer Lab 2025, running June 23–Aug. 1! With 100+ engaging programs, kids ages 3–Grade 8 can explore STEM, arts, sports, theater, outdoor adventures and more at [University of Chicago Laboratory Schools](#).

- 🏞️ Lakeshore adventures
- 🧪 Hands-on STEM & creativity
- 🎭 Theater, sports & team fun

📅 Flexible enrollment – choose two-week sessions or the full six-week experience.

Don't wait—spaces fill fast! Register today:  
<https://www.ucls.uchicago.edu/summer-lab...>

Sponsored by: [University of Chicago Laboratory Schools](#)



**SummerLab**  
SummerLab.org 2025



# Make a Reel part of the package

- Create a Reel based around the same topic that is in the partnership post
- Make it a paid campaign and have it link to the advertiser's website or a page

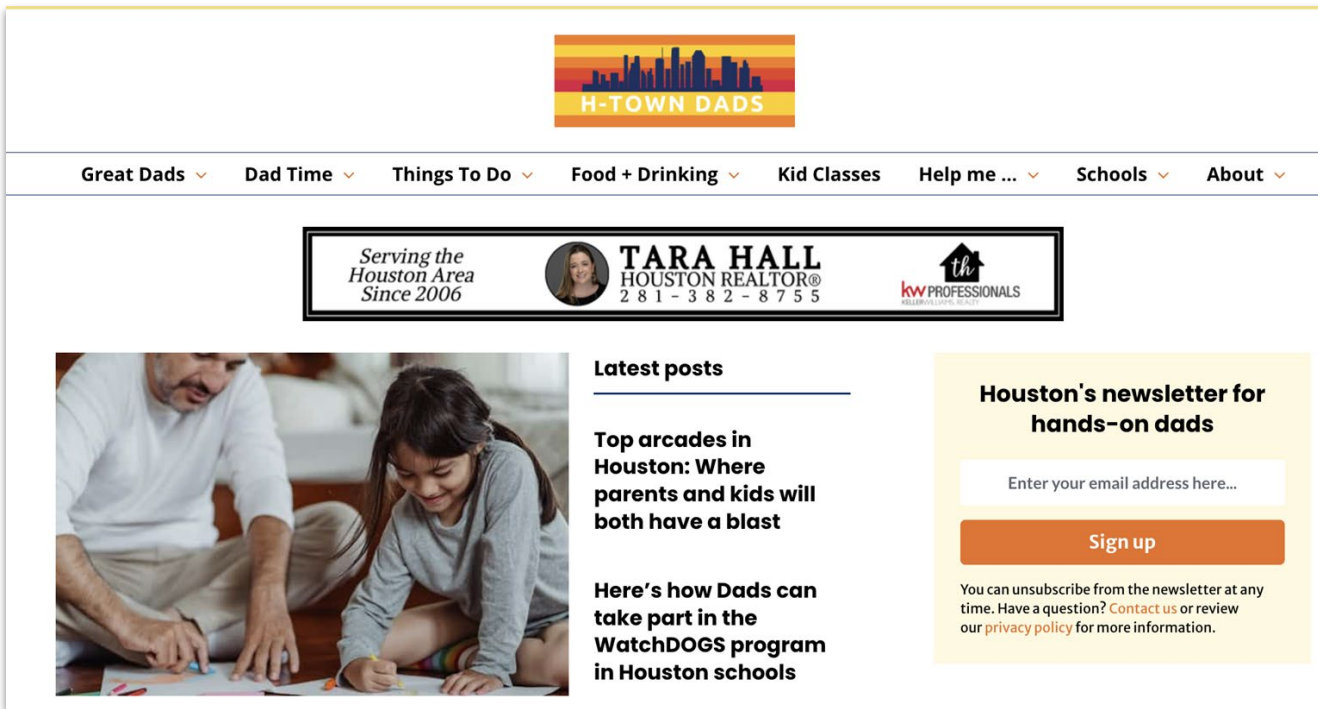


# Final part of the package is a traditional ad

- Promote a specific ad from an advertiser
- You are using your channel to drive interest to it
- Clearly labeled as paid



# Idea #6: Find a niche



The screenshot shows the homepage of the H-Town Dads website. At the top is a navigation menu with items: Great Dads, Dad Time, Things To Do, Food + Drinking, Kid Classes, Help me..., Schools, and About. Below the menu is a banner for Tara Hall, a Houston Realtor, with her contact information and the Kwik Professional logo. The main content area features a 'Latest posts' section with two articles: 'Top arcades in Houston: Where parents and kids will both have a blast' and 'Here's how Dads can take part in the WatchDOGS program in Houston schools'. To the right of the posts is a newsletter sign-up box titled 'Houston's newsletter for hands-on dads' with an email input field and a 'Sign up' button.

**H-TOWN DADS**

Great Dads ▾ Dad Time ▾ Things To Do ▾ Food + Drinking ▾ Kid Classes Help me ... ▾ Schools ▾ About ▾

*Serving the Houston Area Since 2006*

**TARA HALL**  
HOUSTON REALTOR®  
2 8 1 - 3 8 2 - 8 7 5 5

**kw PROFESSIONALS**  
KILGUS WILSON REALTY

**Latest posts**

**Top arcades in Houston: Where parents and kids will both have a blast**

**Here's how Dads can take part in the WatchDOGS program in Houston schools**

**Houston's newsletter for hands-on dads**

Enter your email address here...



**Sign up**

You can unsubscribe from the newsletter at any time. Have a question? [Contact us](#) or review our [privacy policy](#) for more information.


# A total evergreen content model

- Superserving Dads with local content they can use to get involved with the kids' lives, plan and meet other dads
- Key sections: Dad Time, Dad Profiles, Help Me, Eating and Drinking, Kids Classes and Schools

**Dad Time**



**Here's where you will find the best grilling gadgets in Houston**



**Get the perfect haircut: These are the top barber shops for Houston Dads**

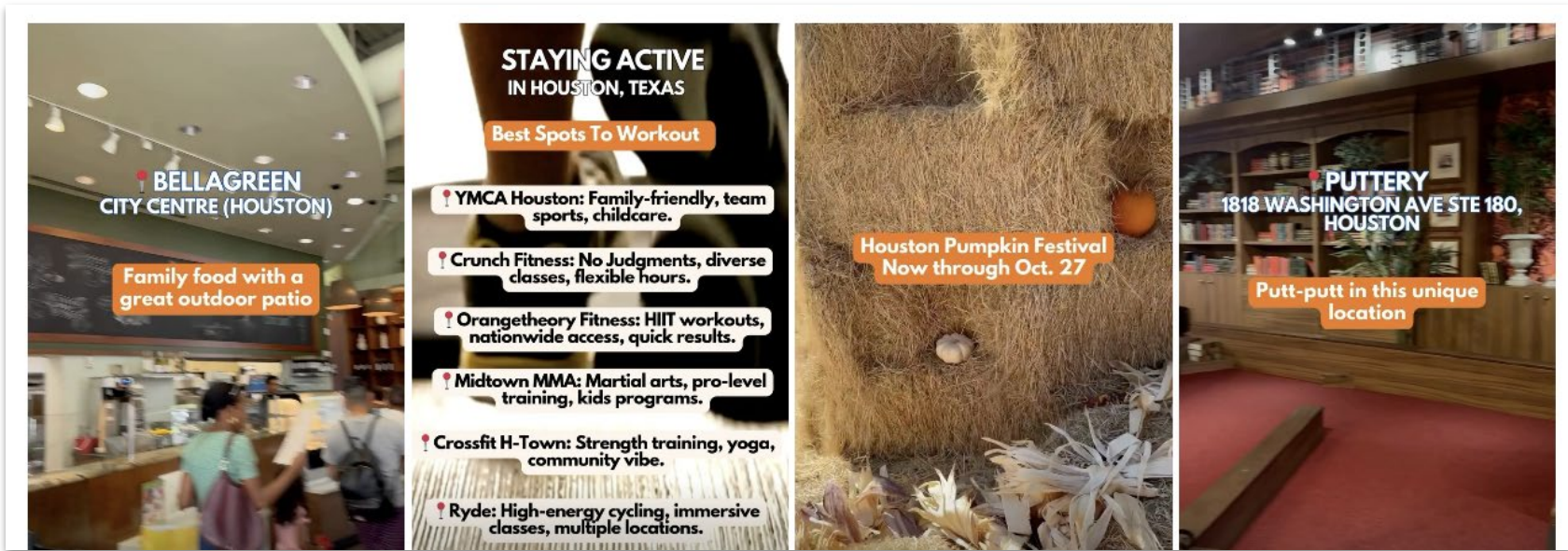
**Top running clubs in Houston for Dads looking to get fit and make friends**

BY TIFFANY BLACKWELL • DAD TIME

Join fellow Houston dads and stay fit with these top five running clubs. From casual runs to competitive training, find the perfect



# A huge focus on social video



# How we help publishers with sponsorships

- Review your media kits and packages
- Help establish new packages, opportunities
- Creatively work with your team to strategize and even build the content or advertising



## *Let's chat*

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