

# Block Club Chicago



SPONSORSHIP OPPORTUNITIES





# MISSION

Block Club Chicago is a nonprofit, reader-funded newsroom dedicated to delivering essential coverage of Chicago's diverse neighborhoods. Our full-time reporters are embedded in the communities they cover, they don't parachute in to tell a story. Most of our reporters live in the communities that they cover as well. This ground-level approach leads to a more accurate portrayal of a neighborhood — and earns the trust of our readers.



Our staff went from 5 reporters, 3 editors, 8 neighborhoods in 2018 to...

- 32 neighborhoods
- 14 reporters
- 5 editors
- 1 social media editor
- 1 VP of Revenue
- 1 Development Director
- 1 Hotline And Newsletter Manager
- 1 Operations Coordinator
- 2 PT Hotline Specialist
- 1 PT Podcast Executive Producer and Host
- 19,500 paying members
- Nearly 11,000 original stories from the neighborhoods

We're not just a digital news site...

In 2020, we launched our free bilingual COVID-19 Hotline.

In 2021, we launched our "It's All Good" Podcast.

In 2022, we launched "On the Block" TV Show in partnership with Weigel Broadcasting.

# GROWTH

# OUR COVERAGE



- Builds trust and deepens relationships with our neighbors.
- Informs the community of what's happening in their neighborhood.
- Leads to new laws, federal investigations & policy changes.
- Holds the government accountable to the people it so often fails.

# HOW BLOCK CLUB COVERS CHICAGO





# PARTY WITH US

On Thursday, June 22 we're celebrating our five-year anniversary with a BIG celebration — and we want you to be part of it.

Enjoy food, an open bar, music and five years of powerful stories from around Chicago as part of our Spring Gala.

**Early Bird tickets: \$125 (group rates available)**

**Regular tickets: \$150**

Join us as a Block Club Chicago Spring Gala Sponsor and help us bring this event to life.





# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR

**\$25,000**

- Logo inclusion on all promo
- 8 event tickets
- Verbal recognition from stage
- Reserved table at event
- 5 morning newsletter ads
- 4 sponsored podcast episodes
- 6 ads in neighborhood newsletters
- 1 month of homepage ads
- 1-year subscription for 20

## GOLD SPONSOR

**\$15,000**

- Logo inclusion on all promo
- 5 event tickets
- Verbal recognition from stage
- Reserved table at event

## SILVER SPONSOR

**\$5,000**

- Logo inclusion on all promo
- 2 event tickets
- Verbal recognition from stage

**All packages are customizable. Contact our team to learn more!**



# GET STARTED

Contact our team to explore your sponsorship.  
We're excited to work with you — and grateful for  
your support of Block Club Chicago!

**Email Maple Walker Lloyd**

[maple@blockclubchi.org](mailto:maple@blockclubchi.org)

**Email Luriel Ocampo**

[luriel@blockclubchi.org](mailto:luriel@blockclubchi.org)

