

2024 Sponsorship Proposal



United by a shared commitment to the power of storytelling, the Charlotte Journalism Collaborative brings together journalists, news organizations and community institutions to create a more informed and engaged Charlotte.

Welcome

CHRIS RUDISILL

Project Director

To strengthen local journalism and encourage greater connection between reporters and Charlotte residents, the Solutions Journalism Network launched the Charlotte Journalism Collaborative in 2019 with funding from the Knight Foundation.

At a time when local news and information is threatened by political division and economic challenges, the CJC is built on the idea that we can do more together, than we can alone.



Why Sponsor Us

- The CJC is addressing the critical issues that residents face through rigorous and collaborative solutions journalism. Our stories go beyond the problem and our work amplifies information in every community of Charlotte.
- The CJC reflects the needs of diverse communities, creates space for leaders to navigate and discuss complex issues, and supports solutions that advance greater equity in the Charlotte region.

Members of the CJC include:

Carolina Public Press, Charlotte Mecklenburg Library, The Charlotte Observer, James L. Knight School of Communication at Queens University of Charlotte, La Noticia, QCity Metro, Qnotes, WCNC Charlotte and WFAE 90.7 FM.

About Us



With more than 20 reporters and seven local newsrooms, our work is about **seeking solutions** for the well-being of Charlotte's residents, making **access to trusted information** a reality for all in our community, and **strengthening those vital connections** that can make positive change and drive informed development for the city's future.

Core Values

Courage

We utilize our collective power to research and voice solutions to city crises and explore creative ways of reaching audiences with an eye towards impact.

Community

We remain hyper focused on the problems facing Charlotte residents, presenting news that resonates with and reflects diverse communities.

Direct Service

We intentionally create opportunities for communities to engage and share information that helps residents navigate complex situations.



LOCAL NEWS IMPACT SUMMIT

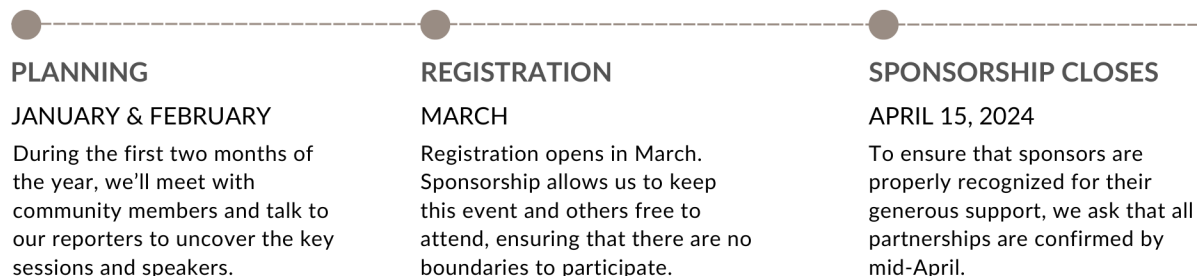
The 2023 Local News Impact Summit, presented by the Charlotte Journalism Collaborative, focused on current trends in affordable housing, bringing together housing advocates, community leaders, nonprofit organizations and local journalists to navigate and discuss this complex issue and the potential solutions that exist.

Held in May each year, the Summit creates an opportunity to go beyond the story. What happens if we come together to workshop solutions and share what we've learned across organizations?

This event eliminates the barriers between those working to address the issue and the newsrooms telling the story.

SAVE THE DATE: MAY 16, 2024

Event Timeline :





NC NEWS & PHILANTHROPY FORUM

"The future of journalism will be built from the innovative and combined efforts of the publishers, the journalists, the philanthropic leaders and the community members in our city."

-- Chris Rudisill, CJC Director
Inaugural NC News & Philanthropy Forum, 2023

DATE TBA: OCTOBER 2024

The Charlotte Journalism Collaborative and NC Local News Workshop convened funders, news leaders and supporters in June 2023 to talk about the crucial role of philanthropy for local news.

In this annual event, funders from organizations that are already deeply committed to supporting local news, including the Knight Foundation, share their experiences and invite philanthropic leaders to see the benefits of working with local news organizations to positively impact our communities.

Event Timeline :

PLANNING

MAY - JUNE

Working with our partners at NC Local News Workshop and key funders in journalism like Knight Foundation and NC Local News Lab Fund, we will plan the 2nd annual forum.

REGISTRATION

JULY - AUGUST

Invitations go out for people to attend the forum in October. Sponsorships allow us to invite more funders to join the event and learn the importance that local news has in advancing the missions of philanthropic organizations.

SPONSORSHIP CLOSES

SEPTEMBER

To ensure that sponsors are properly recognized for their generous support, we ask that all partnerships be confirmed by September.



DOCUMENTERS CHARLOTTE

The Documenters Network addresses a fundamental challenge in building a just and inclusive society: public meetings are workshops for democracy, where local policy is shaped, and where residents can witness, learn about, and act on the systems that impact their lives; yet every day, in municipalities across the country, many government meetings happen with no oversight or input from the public.

Although transparent by law, in practice public meetings can be hard to find and difficult to follow without context -- and as local newsroom capacity has diminished, the reporters who previously interpreted for the public are disappearing.

These empty meetings are a point of failure for our civic information system and a critical missed opportunity for genuine democracy.

Documenters Charlotte will train and pay local residents to attend and annotate government meetings, turning the knowledge, relationships and capacity of local residents into a powerful community information resource. The Documenters Network dramatically increases local journalism capacity while simultaneously creating points of access for anyone to participate in the process of producing civic media.

Learn more about this national program at documenters.org

Timeline :



Year-round programs



Virtual Events

In 2024, the Charlotte Journalism Collaborative will continue its mission to encourage greater connection between reporters and Charlotte residents by hosting regular virtual programs and town halls.



Media Coverage

In 2024, the Charlotte Journalism Collaborative will expand our topic focus to include affordable housing, local government and youth violence prevention. Together, we will seek to increase understanding of these critical issues in our community and seek solutions that inform and impact our future. The new charlottejournalism.org website will launch in February.



NEW Documenters Charlotte

People-powered news on your local government. The Documenters Network was created in 2018 by City Bureau, a nonprofit civic journalism lab, and supports community organizations across the country to turn the knowledge and relationships of their local residents into an information resource for media, community organizers and civic actors working toward community-based solutions. Help us bring Documenters to Charlotte!

Expanding collaboration

To support new mediums of distributing news and information about critical issues in the Charlotte community, the CJC will once again partner with local artists in 2024.

This time, we're creating a series of "Zines" about affordable housing, local government, and gun violence prevention -- expanding our project to cover more critical issues.



Annual support

The CJC is supported by a combination of local and national grants and sponsorships.

Your contribution supports the work of the Charlotte Journalism Collaborative, creating opportunities for rigorous and collaborative solutions journalism in Charlotte, North Carolina.



Headline Sponsors

\$50,000 or more/year

- Prominent recognition on all CJC materials, website and newsletters
- Speaking opportunity at the Local News Impact Summit and the NC News & Philanthropy Forum
- Promotional item (provided by sponsor) included in gift bag for attendees of the Local News Impact Summit and the NC News & Philanthropy Forum
- Special invitation to visit CJC partner newsrooms and sit down with publishers



Impact Sponsors

\$30,000-\$50,000/year

- Prominent recognition on all CJC materials, website and newsletters
- Speaking opportunity at one CJC signature event per calendar year
- Promotional item (provided by sponsor) included in gift bag for attendees of the Local News Impact Summit and the NC News & Philanthropy Forum



Previous sponsors have included:

North Carolina
Local News Lab
Fund

SOLUTIONS
JOURNALISM
NETWORK



KNIGHT
FOUNDATION



Culture For All.



DREAMKEY
PARTNERS



FOUNDATION FOR
THE CAROLINAS

MORE SPONSORSHIP LEVELS

SIGNATURE EVENTS

Your contribution supports the work of the Charlotte Journalism Collaborative, creating opportunities for rigorous and collaborative solutions journalism in Charlotte, North Carolina.

VIP	<ul style="list-style-type: none">• “Presented by” logo & recognition from the stage during event• Promotional item (provided by sponsor) included in gift bag for attendees• Dedicated social media post during event• Logo recognition on CJC website and in weekly newsletters	\$20,000
PREMIUM	<ul style="list-style-type: none">• Logo on event materials & recognition from the stage during event• Promotional item (provided by sponsor) included in gift bag for attendees• Dedicated social media post during event• Logo recognition on CJC website and in weekly newsletters	\$15,000
STANDARD	<ul style="list-style-type: none">• Logo on event materials• Dedicated social media post during event• Logo recognition on CJC website and in weekly newsletters	\$10,000
LUNCH	<ul style="list-style-type: none">• Logo on lunch table and in program• Dedicated social media post during event• Name recognition on CJC website and in weekly newsletters	\$5,000
SESSION	<ul style="list-style-type: none">• Logo on session and in program• Dedicated social media post during event• Name recognition on CJC website	\$2,500



Contact:

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Funding for the CJC is administered by Queens University of Charlotte, a 501(c)(3) organization and home of the James L. Knight School of Communication.

Photos by Grant Baldwin.