



A Guide for Mission Sponsors of 117th Anniversary “Best of NYC”

Monday May 4, 2026 6:30 pm to 8:30 pm

At our historic Harlem headquarters
2340 Frederick Douglass Blvd Harlem NYC

Why Sponsor the Amsterdam News?

- Amsterdam News readers are exceptionally **loyal** and **engaged** with the brand as well as with **our trusted partners**
- Minority readers distrust mainstream media but overwhelmingly trust minority press like Amsterdam News
- We’re nationally renowned for our 117 years of service to the nation’s largest minority community and award winning **racial justice journalism**
- We now have the largest digital readership among legacy Black press
- You seek to make **tax-deductible investments** that are focused on **community-engagement** and lifting your **brand identity or perception**

Sponsorship Opportunities		
<u>Anniversary Sponsor</u>	<ul style="list-style-type: none"> • Logo and Link on AmsterdamNews.com • Logo and Link in quarterly social posts connecting readers to our mission sponsors like you (Apr, July, Oct, Jan) • Logo and Link on all materials related to May 4, 2026 117th Anniversary “Best of NYC” Reception • Opportunity for a private tour of offices and lunch with one of our editors 	\$10,000
<u>Headline Sponsor</u>	<ul style="list-style-type: none"> • Logo and Link on AmsterdamNews.com • Logo and Link on bi-annual social posts connecting readers to mission sponsors (Apr, Oct) • Logo and Link on all materials related to May 4, 2026 117th Anniversary “Best of NYC” Reception 	\$5,000
<u>Lead Sponsor</u>	<ul style="list-style-type: none"> • Logo and Link on AmsterdamNews.com • Logo and Link on one of social posts connecting readers to mission sponsors (Apr or Oct) 	\$2,500

Your support is an act of corporate philanthropy with the benefits of marketing!

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