

Events With Purpose

Agnes Varnum
Director of Events

Texas Tribune Events DNA

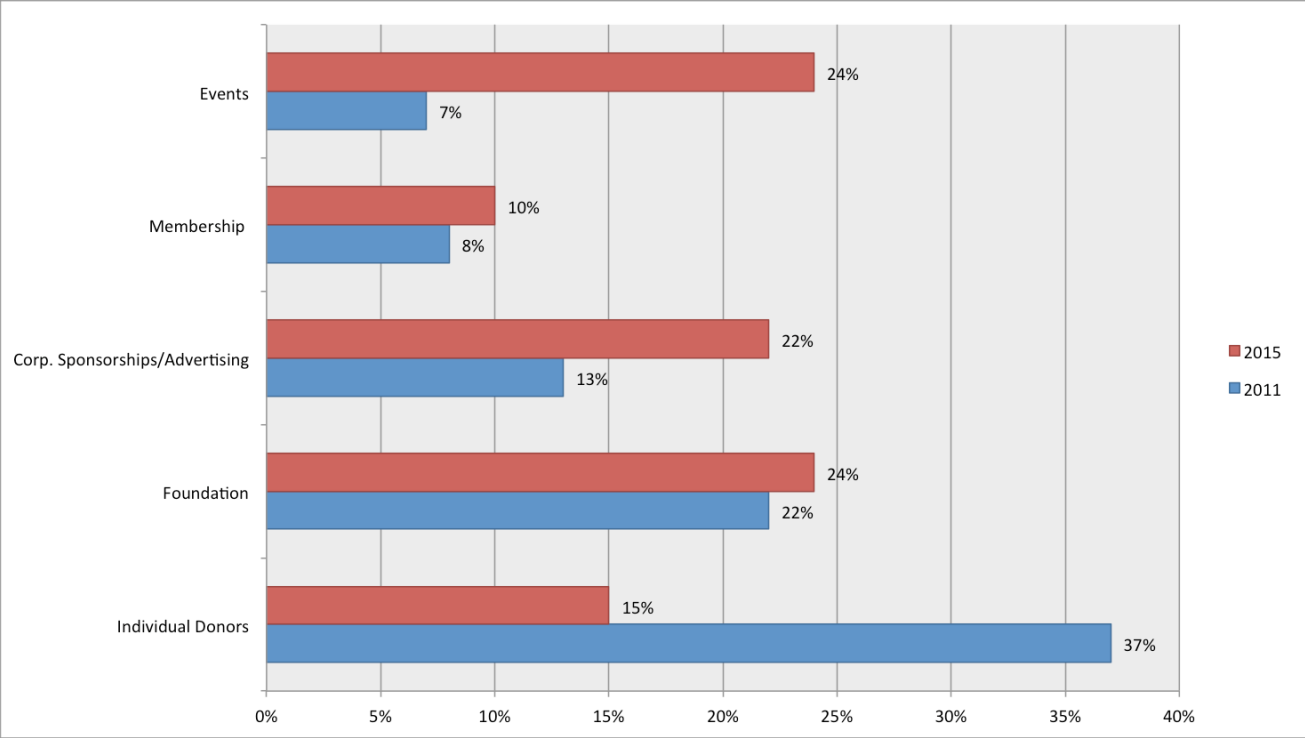
- Free and on the record
(except Festival, which is a paid ticket)
- Livestreamed
- Sponsored by corporations
- Partnerships with colleges and universities
- State-wide
- Recorded video and audio post-event

2015 Stats

- Total Events: 52
- Income: \$1.57m
- Expenses: \$560k
- In-Person Audience: 12,140
- Livestream Unique Views: 81,943



Organization Revenue Breakdown



Keep Production Costs Low

Room Rental

Can you partner w/ an organization with a room?

A/V

No sound? no video? why?

Catering

Do you need snacks?

Printing

Signage, program



Partners & In-Kind Donations

A Conversation with Sen. Carlos Uresti and Rep. Poncho Nevárez



Wednesday, April 13, 2016
11:30 a.m. - 1 p.m.
 Conversation begins at 12 p.m.
Sul Ross State University
 U.S. 90, Alpine, TX 79830

RSVP

Questions? Please [mail](#) or [call](#) us.

PRESENTED BY



BlueCross BlueShield of Texas



Please join us for lunch and a conversation with state Sen. **Carlos Uresti** and state Rep. **Poncho Nevárez**, moderated by Texas Tribune CEO and editor-in-chief **Evan Smith**.



Sales and Production Are Separate

Sponsorships

Package of assets that support client marketing plans, including events, digital ads, op eds, etc.

Dedicated sales personnel

[Media Kit](#)

SPONSORSHIPS



April Hinkle
Chief Revenue Officer

EVENTS



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Events With Purpose

- Keep production costs low
- Secure partners and in-kind donations when possible
- Utilize professional sales people and include events as an asset
- Bonus: Underpromise and overdeliver

