

innovate  
incubate  
initiate

# CREATE OR DIE 2

Journalism  
That  
Matters

June 2-5, 2011 ■ UNC-Greensboro ■ North Carolina



In partnership with Journalism That Matters, Elon University's School of Communications and the Doherty Center for Entrepreneurial Leadership and the University of North Carolina-Greensboro will host a three-day unconference focused on entrepreneurialism and innovation by and for people of color to re-imagine and create the future of journalism.

## Creating New Projects to Amplify Diverse Voices in New Media

The unconference will serve as a sandbox, bringing together individuals from across the country, ranging from journalist to programmers, to hack and pitch their ideas for the next communication tool or service that will amplify the number of diverse voices found in the new journalism world.

## Re-Invigorating New Economy in Piedmont Triad of North Carolina

A second goal of the unconference is to re-invigorate the news ecology in the Piedmont Triad region of North Carolina. This is symbolic considering the areas prominent place in the history of the American Civil Rights Movement.

the unconference by and for people of color to re-imagine the future of journalism ...

### EVENT GOALS

- \* **Provide a sandbox** to collaboratively create entrepreneurial ventures that a) present new sustainable journalism models or b) provide "real" access to the world of news production and delivery for underserved and ignored communities.
- \* **Create opportunities** for projects to be immediately pitched before a panel of programmers, funders, content developers, business leaders and marketers for potential funding and refinement.
- \* **Bring together thought leaders** in the Piedmont Triad of North Carolina
- \* **Research barriers** to entry into entrepreneurial journalism ventures, and explore the intersections of storytelling, art, technology and culture.
- \* **Create a mentor program** that helps students connect with seasoned professionals to focus on entrepreneurship as a career pathway.

# SPONSORSHIP OPPORTUNITIES

## Disrupters \$10,000+

- Acknowledgement/logo in all promotional material. (online and offline)
- Mutually agreeable insert in the conference packet.
- Inclusion of sponsorship logo in email blasts to Journalism That Matters alumni network.
- Display of logo in signage at the event.
- Verbal acknowledgement at sponsored event.
- Exclusive sponsorship at a key activity: Innovation Expo, Gala Dinner, Pitch Session.

## Connectors \$4,000-\$9,999

- Acknowledgement/logo in all promotional material. (online and offline)
- Mutually agreeable insert in the conference packet
- Inclusion of sponsorship logo in email blasts to Journalism That Matters alumni network
- Display of logo in signage at the event
- Exclusive sponsorship at a secondary function: Breakfast, lunch, and snack break

## Collaborators \$500-\$3,999

- Acknowledgement/logo in all promotional material. (online and offline)
- Mutually agreeable insert in the conference packet

## Communicators 0-\$499 (Or in-kind contribution such as outreach to your membership)

- Acknowledgement/logo in online promotional material.



We thank you for considering sponsorship for “Create or Die2,” the unconference by and for people of color to re-imagine the future of journalism.

Your sponsorship supports:

- Registration fees and travel expenses for economically strapped participants;
- Travel expenses for conversation catalysts;
- Organizing team into the room;
- Awards for entrepreneurial team projects;
- Stipends for conference hosts

Find us online at:

[CREATEORDIE2.ORG](http://CREATEORDIE2.ORG)

## Piedmont Triad of North Carolina

The conference will also focus on re-invigorating the news ecology of Piedmont Triad of North Carolina.

This is symbolic considering the areas prominent place in the history of the American Civil Rights Movement. Triad consists of the area within and surrounding the three major cities of Greensboro, Winston-Salem, and High Point.