



YS yellowscene **CARNIVALE MASQUERADE GALA**
 A FUNDRAISER FOR YOUR FAVORITE INDEPENDENT, LOCAL NEWS MEDIA

SATURDAY

TICKETS
\$75

includes 2 food & 2 drink tickets

GET TICKETS AT:
YELLOWSCENE.COM/GALA

OCT. 14, 2023

7-10
p.m.



BENEFITING



FORTUNE TELLER ★ LOCAL ART ★ AERIAL FLYERS
SPOKEN WORD ★ FIRESPINNERS ★ JUGGLERS



LIVE MUSIC BY
LOS MOCCHETES
(CHICANO FUNK)

LOCATION:
ROOTS MUSIC PROJECT
4747 PEARL ST, BOULDER



YELLOWSCENE.COM • (303) 828-2700

SPONSOR THE CARNIVALE MASQUERADE GALA

Join us in our Carnivale Masquerade Gala Fundraiser
to support local, independent journalism!

We are working in partnership with KGNU and a portion of the
proceeds will be donated to their nonprofit.

The money we raise will go toward the following:

- **Paying our journalists**
 - > Feature Stories cost between \$250-\$375
 - > Investigative Stories cost between \$500-\$1000
- **CORAs**
 - > Colorado Open Records Act was passed to keep governments transparent. Unfortunately, the cost to view them is ungodly.
 - > CORAs cost between \$250-\$3000.
- **New Computers**
 - > We are operating on 10-15 year-old computers. We do amazing work considering how beat they are.
- **Full-time Assistant**
 - > To accomplish all the stories that need to be covered, our editor and publisher need full-time support.
- **Part-time Associate Editor**
 - > In 2022, YS did not have a Managing editor. Last year's end-of-year Matching Grant through the Colorado Media Project helped us bring Austin Clinkenbeard on full-time.
 - > More stories are coming to us than there is "us." A part-time Associate editor will allow us to expand coverage.
- **Develop our non-profit idea, From Prisons to Pens**, an initiative that would help transition formerly incarcerated people into media.

For business sponsors, there are a couple of platform options.



ALL PACKAGE BENEFITS INCLUDE:

Logo on all marketing collateral including but not limited to:

- Logo link on website
- Good old-fashioned posters
- E-blasts to 20,000 names
- Web advertising
- Six tickets to the Gala
- Table space to distribute marketing collateral



SPONSOR THE ENTERTAINERS \$2,000

Aerial dancers from **Frequent Flyers**, face painting from **Face Fiesta**, fortune tellers and fire spinners will all be part of the fun. Of course we want our performers paid.



All Benefits PLUS:

- Stage recognition on YS Sponsor Banner
- Top Tier logo
- 1/3 page in the issue of your choice (value \$1565)

SPONSOR THE BAND \$1,500

Los Mochetes is a Denver-based, Chicano Funk band comprised of DPS teachers who combine sociopolitical messages with a welcoming dance-friendly sound (and they are bloody awesome).

Their cover charge is \$3000, but they have agreed to perform for the Gala Fundraiser for \$1500.



All Benefits PLUS:

- Stage recognition on YS Sponsor Banner
- Top Tier logo
- 1/6 page in the issue of your choice (value \$1051)

SPONSOR THE VENUE \$1,500



Roots Music Project is a Colorado non-profit music incubator that works to empower artists, audiences, and venues to connect and create a thriving and inspiring local music scene.

They charge \$2000 to rent the space but have agreed to provide it for our Gala for \$1500.



All Benefits PLUS:

- Stage recognition on YS Sponsor Banner
- Second Tier logo
- 1/6 page in the issue of your choice (value \$1051)

SPONSOR THE FOOD TRUCKS \$1,500



Snarf's Sandwiches and Marco's Hot Dogs & Tacos will be the delightful fare when you sponsor the food.

All Benefits PLUS:

- Stage recognition on YS Sponsor Banner
- Second Tier logo
- 1/6 page in the issue of your choice (value \$1051)

SPONSOR SOME COCKTAILS \$1,000



When you sponsor the drinks, everyone gets two comped drinks with their ticket.



All Benefits PLUS:

- Stage recognition on YS Sponsor Banner
- Second Tier logo
- One month of web advertising (value \$350)

SPONSOR THE RAFFLE with GIFT CARDS



We will be holding an online auction for local gift cards. We would like to have three winners per business donation for cards in the amount of \$200.

All Benefits PLUS:

- Logo and link listed on the auction website
- Stage recognition on YS Sponsor Banner
- Fourth Tier logo



SPONSOR A JOURNALIST - BUSINESS

When you become a monthly sustaining supporter, earn sponsor benefits plus advertising in the print editions of YS.

Your logo on yellowscene.com year-round as a business sponsor

Community Sponsor logo on all marketing materials for the Gala

YS delivered to your home

\$99/MONTH
Benefits listed above PLUS:
• 1/6 page ad in YS Magazine issue of your choice (value \$1051)

\$189/MONTH
Benefits listed above PLUS:
• Two 1/6 page ads in YS Magazine issue of your choice (value \$1051) or the equivalent of

\$289/MONTH
Benefits listed above PLUS:
• Three 1/6 page ads in YS Magazine issue of your choice (value \$1051) or the equivalent of

\$399/MONTH
Benefits listed above PLUS:
• Four 1/6 page ads in YS Magazine issue of your choice (value \$1051) or the equivalent of

Dear Community,

I feel like we've known each other for so long. Never in my life did I know that **Yellow Scene Magazine** would be celebrating 24 years in 2024.

What started as a yellow flyer has turned into something remarkable. From all the journalists, designers, and supporting individuals who believed in our possibilities at the beginning to those who believe in our mission today, we would not exist without them.

We owe Yellow Scene Magazine's 23 years of publishing not only to our hardworking staff but also to the numerous business owners who value our core principles: *compelling, relevant, engaging content that readers care about, exceptional design and copywriting, and free home delivery.* They chose YS based on why we have an audience and see us as one part of reaching their community. Their understanding of the importance of journalism and design has been integral to the quality we've been able to produce for the past 23 years.

Of course, the drive I have become known for has also been a significant contributor. This passion originates not from greed but from a profound desire to uplift the community. We do this by shedding light on pivotal stories that impact our lives, by helping local businesses see more success in the ever-frustrating world of advertising, and by keeping journalism free. Democracy dies in the dark, but it also doesn't do much good behind a paywall.

Content is King.

Today creating ads is still one of my favorite parts of being a publisher. I love helping clients understand how to improve their strategies, but I love helping them create a design as equally good as our journalism.

Challenges and Triumphs in the Media Landscape

I have been in media my entire adult life now. While print didn't actually die, things have changed. We now have so much damn social media it's a full-time job to reach even 1/10th of the people we used to on the platforms when they were new. It often feels like screaming into the void.

Advertising is more competitive than ever, and small businesses are often afraid to invest money into advertising. There are too many choices; they have a toilet to clean, a sick employee to cover, and a broken freezer to fix. They end up going to Instagram. They feel like it's reaching people because of all those "likes." It does, in some ways, but it also suffers from banner blindness or screen glaze that affects all online marketing.

Media conglomeration has affected us all, from the loss of good journalism to the lack of funding. Billionaires don't fund journalism;



News happens everywhere, every day. Yet 85% of our feed is controlled by 6 major corporations.

they fund hacks like Tucker Carlson. News deserts — regions where no one covers local stories — are happening nationwide thanks to media conglomeration.

To be honest, it's hard to be in journalism — harder than it's ever been. Not because it died, though. As long as humans do corrupt things, journalism will never die.

But, like landing that first advertising job, I won't give up. The mere contemplation of giving up brings tears to my eyes.

Storytelling and the human condition

When we attend events, and hundreds of people come up to our booth to tell us how much they appreciate YS, when young people learn we do real journalism and are excited to hear it still exists (thanks, Fox), to the kind letters to the editor

for our dedication to quality, or when a story we did got the truth out there, it gives our life's work meaning.

YS covers important stories, from features and columns to investigative journalism. Stories like Tay Anderson: Evidence Emerges, Rainbow Nursery composting facility, The Dacono Files, Louisville RedTail Ridge, Erie's growth and governing challenges, Boulder Police, etc. If not for YS, most of these stories would not have been told, at least not in the detail the community deserves.

Several media outlets in Boulder report what happened, yet there is hardly any diving into why it happened. That is where YS comes in.

YS is not burdened with the kind of corporate oversight that buries stories that matter. YS does not shy away from the disenfranchised. We follow the stories that shape and impact our lives. The beauty of independent journalism is our ability to approach and dissect stories in ways that monolithic corporate news is either unable or unwilling to cover.

In the last 20 years, the number of journalists in Colorado has gone from 15,000 to fewer than 50 at the Denver Post.

And almost all of their investigative departments have been gutted. We rely on independent journalism to find stories that hide in the background. To hold public figures accountable. To expose chronic abuse of the disenfranchised. To show the connections between monied interests and policy changes. And to show the beauty of the human spirit — from the arts to the activists. YS employs approximately a dozen freelance writers. You are supporting local journalists when you support local journalism.

Shavonne Blades, Publisher
C: 720-470-9098

