

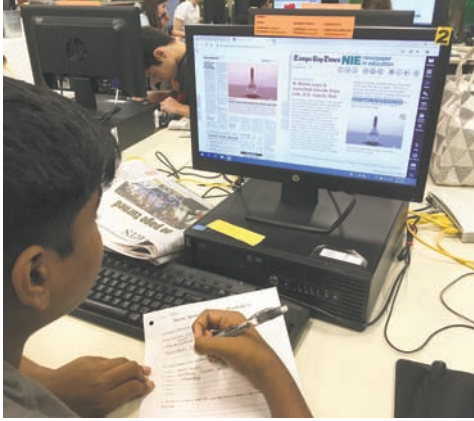
2024 | Tampa Bay Times Newspaper in Education

School Sponsorship



Empower literacy, inspire critical thinking and cultivate civic responsibility
in Tampa Bay schools - become a champion for education today!

ABOUT NEWSPAPER IN EDUCATION (NIE)



In today's fast-paced world, where information is at everyone's fingertips, teaching young minds how to navigate informational text responsibly is critical. The Tampa Bay Times Newspaper in Education program provides students with access to Pulitzer Prize-winning news, helping teachers integrate current events into their curriculum in a way that develops literacy and critical thinking skills. Through local news stories, students engage with issues that impact their daily lives – from the environment, to health, to local government. This fosters a sense of community and civic responsibility that will help them grow into informed and engaged citizens.



Newspaper in Education Delivers:

Since the 1970s, NIE has served Tampa Bay educators, students, families and community members by providing class sets of the Times plus award-winning original educational publications, teacher guides, lesson plans, educator professional development resources and much more – all at no cost to schools, teachers or families.

In 2023-2024, NIE:

- Served 756 teachers at 449 schools.
- Provided 9,874,200 e-Newspaper licenses and 157,860 print copies of the Times to Tampa Bay classrooms.
- Published 12 original curriculum supplements in partnership with corporate, non-profit, foundation and government sponsors.



Your donation is tax-deductible. The Florida Community News Fund is sponsored by the Florida Press Foundation, a tax-exempt 501(c)(3) organization, tax ID 59-2449377.

Empowering the next generation with critical thinking skills and informed decision making has never been more essential. By partnering with the Tampa Bay Times Newspaper in Education program (NIE), you have a unique opportunity to do just that.

By becoming a sponsor, you ensure that students not only have access to quality journalism, but also to the resources to think critically about the news they consume. Together, we can equip young people with the skills necessary to navigate today's information-rich world with confidence and integrity.

Research by the Newspaper Association of America (now the American Press Institute) and The Center for Information & Research on Civic Learning and Engagement found that:

- ➔ Students in schools with Newspaper in Education programs scored **10% higher** on standardized tests.
- ➔ Students in schools in which most of the students are either a minority or qualify for free or reduced lunch scored nearly **30% higher** than students from similarly populated schools with no NIE program.
- ➔ Students who frequently read news about their country in newspapers had **higher levels of political and civic knowledge** than students who did not.

“The newspaper and NIE resources have elevated the learning environment of my classroom in many ways. That is way more than I knew I would get when I signed up! Not only are my students excited to practice reading strategies, but they also learn some really cool things about their surrounding communities. It’s so awesome to watch them make personal connections or become passionate about ideas presented in the articles.”

- Michele Hilliker, Dorothy C. York Innovation Academy, Hillsborough County



Community Leadership: Your sponsorship demonstrates a commitment to education and civic responsibility. It aligns your company with a trusted local institution that serves as a vital source of information for our region.

Brand Visibility: Your company will receive prominent recognition across NIE materials positioning you as a partner in education. This includes print recognition, website visibility, and acknowledgement at NIE events.

Good Will: Aligning your brand with the NIE program showcases your dedication to investing in youth education and media literacy. It's an opportunity to reinforce your brand as a community builder and thought leader.

Workforce Development: Today's students are tomorrow's workforce. Supporting NIE is a strategic investment in cultivating a generation of critical thinkers and well-informed professionals who will contribute to the local economy.

“The integration of Tampa Bay Times articles directly related to our curriculum allowed students to grasp how academic concepts manifest in real-world scenarios, enhancing their comprehension and engagement.”

- Rachel Miller, Crystal River High School, Citrus County



The annual **NIE Educator of the Year Awards** recognize educators who use the Tampa Bay Times and NIE materials to enhance student learning and the learning environment.

This event celebrates incredible educators (teachers, media specialists, paraprofessionals, etc.) from across Tampa Bay, including Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas and Polk counties. Invitations are sent to elected officials, school district officials, community leaders and NIE teachers.



The annual **NIE Science Fiction and Fantasy Writing Contest** seeks to nurture and recognize the creativity and talent of young writers in the Tampa Bay area.

Since 2014, hundreds of student writers have entered the contest, and more than 50 winners from Hillsborough, Manatee, Pasco, Pinellas and Polk counties have been recognized.



“ My positive experience with the NIE contest helped inspire me to submit my writing to other contests. I was awarded a National Gold Medal and an American Voices Medal in the 2019 Scholastic Art and Writing Awards for a fantasy short story. After I graduated from high school, I decided to pursue a career as a writer. I have a BA in Creative Writing from Florida State University, and I am currently working on my MA in Creative Writing at Leeds Trinity University. Being a writer and a storyteller has become an essential part of my identity. ”



Sponsorship Opportunities

SPONSOR LEVEL	Valedictorian	Dean's List	Honor Roll	Golden Apple	Book Worm
Annual investment	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Number of schools sponsored	Ten (10)	Six (6)	Four (4)	Two (2)	One (1)
Category exclusivity	X				
Ongoing recognition					
Quarterly full page NIE Thank You ad in Tampa Bay Times	Large logo	Medium logo	Small logo	Listing	Listing
Quarterly NIE e-newsletter	Large logo	Medium logo	Small logo	Listing	Listing
Friend of Education list on tampabay.com/nie	X	X	X	X	X
Sponsor thank you display on tampabay.com/nie	X	X	X	X	
NIE Educator of the Year Contest & Awards					
Sponsor tickets	8	4	2	2	
Event program	Large logo	Medium logo	Small logo	Listing	
Opportunity to include items in winners' swag bags	X	X	X	X	
Event digital display/signage	Large logo	Medium logo	Small logo		
Event print and email invitations	Large logo	Medium logo	Small logo		
Event registration page	Large logo	Medium logo	Small logo		
Opportunity to have exhibit table at event	X				
Opportunity to display banner or step & repeat	X				
Opportunity to provide welcome remarks/present award	X				
Contest promotion to teachers (flyer, emails, contest website)*	Large logo				
Science Fiction and Fantasy Writing Contest & Awards					
Sponsor tickets	2	2	2	2	
Inclusion on event signage	Large logo	Medium logo			
Inclusion on event email invitations	Large logo	Medium logo			
Inclusion on event registration page	Large logo	Medium logo			
Opportunity to provide welcome remarks/present award	X				
Contest promotion to teachers and students (flyer, emails, print ads, contest website)*	Large logo				

*Benefits provided if confirmed by Dec. 2024

To reserve your sponsorship or to learn more about other ways to support NIE contact
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