

Doing Well While Doing Good

The Beacon is the Midwest's solution to the decline of public service news and a way for your company or organization to provide an essential public good — journalism to inform and educate our communities on the big issues affecting us all.

We are in this together

Our partners and sponsors subscribe to The Beacon's belief that promoting greater civic engagement and informed discourse is a direct route to a better society. They also understand that they will never play any role in guiding the journalism.

Additional Sponsorship Benefits

Long-Term Agreements

- Additional benefits based on dollar amount and length of commitment

Our Fellow Nonprofits

- Discounts or those registered in KS or MO
- Over 90% of our members give to other causes

Access to Audience

- Your message delivered directly to phones, tablets and inboxes from a trusted source

Gratitude and Recognition

- Sponsor recognition on our site
- Special recognition in our Impact Report
- Unique sponsor events to connect directly with our team

[Complete Media Kit](#)

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Sponsorship vs Advertising

Creating a brand link between your business and organizations that are doing the right thing is not just the right thing to do.

It's the right thing to do for your company!

Email Sponsorship – KC & Wichita

- **Four placement options**
 - Header, Mid Email, Two Footers
- **Graphic Size Options (in pixels)**
 - Billboard (970 x 250)
 - Leaderboard (728 x 90)
 - Tall Rectangle (300 x 600)
 - Med Rectangle (300 x 250)
- **Quick Stats**
 - Opt In email subscribers
 - 8700+ (KC)
 - 4100+ (Wichita)
 - **Open Rate**
 - 37% KC & Wichita
 - Avg. over several months

Web Marketing – KC & Wichita

- **Sponsor Topic of Coverage**
- **Run of Website Placements**
- **Targeted Placements**
- **Monthly Quick Stats**
 - 55K+ Unique Users
 - 81K+ Unique Page views
- **Graphic Size Options (in pixels)**
 - Same as email options above

Event Sponsorship – KC & Wichita

- **Brand Recognition**
 - Logo placements
 - Web, email, social & during event
- **Access to Attendees**
 - Your message delivered
 - Deliver the message yourself



Mission

The Kansas City Beacon is a non-profit online news outlet focused on in-depth journalism in the public interest. It launched in March 2020 and is part of The Beacon, a regional nonprofit news network serving Kansas and Missouri. Beacon stories are revelatory, contextual, data-driven and solutions-driven. Our reporting centers around issues in **health care, education, economics, environment and civic engagement.**

Madison Hopkins

2022 Pulitzer Prize Winner for Local Journalism!



[MADISON HOPKINS](#) is the health care accountability reporter at The Kansas City Beacon, focused on the intersection of health policy and people. Previously, Madison worked as an investigative reporter for the Better Government Association, a nonprofit newsroom in Chicago covering recycling program failures, the absence of regulatory enforcement at Illinois nuclear plants and more. In 2022, her reporting on Chicago's bureaucratic breakdowns that contributed to fatal fires was honored with the Pulitzer Prize for local reporting.

✉ madison@thebeacon.media

2022 Impact Report



Awards

