



# *East Lansing Info*

East Lansing Info (ELi) is a local nonprofit and trusted news source that keeps our community informed and engaged.



# 2026

# Sponsorship Packet



## Who We Are

ELi is a local, nonpartisan new cooperative that is of the people, by the people, and for the people of East Lansing. Our team provides free and accurate news reports about city government, businesses, economic and development initiatives, public schools, arts and culture, events, sports, and more.

By partnering with ELi, your organization will demonstrate its commitment to local public service and reach thousands of engaged readers throughout EL and greater Lansing.

## Sponsorship Opportunities

We are pleased to offer sponsorship opportunities that are highly customizable, and designed to meet your community engagement and budgetary goals. All options include your logo, and may include specials, coupons, and QR codes for tracking purposes.

### Community Contributor

**\$125 per month**

Featured on **three** new news stories each month (sent to over 2,600 subscribers), providing consistent visibility to a targeted, local audience.

### Annual Sponsor

**\$2,500**

Includes a **prominent, dedicated sponsorship slot** on our homepage and highest-trafficked pages (our website had 652k views in last year). This includes a higher-frequency mention across all news articles and social media channels.

### Featured Partner

**\$5,000**

Includes all benefits listed above, as well as:

- A **dedicated, original story** produced by ELi reporters, focused on your organization's mission, impact, or community work. Story will be highlighted for a full week, and featured on our Facebook (8.8k followers) and Instagram accounts.
- Public acknowledgement at ELi's two annual events, with your organization's name and logo shared on event site, promotional materials, and social media.



## In-Kind Sponsorship

Beyond our core tiers, we also offer flexible options for businesses looking to support local journalism through in-kind support.

Donations of products or services can be used at our local fundraisers and community events, helping our team and yours.

This opportunity provides businesses with **excellent visibility and direct engagement with our readers**. Your organization's name will be prominently recognized at the events and in all promotional materials.

## Thank You

**Your sponsorship greatly supports our mission to deliver essential, local news that strengthens our community.**

We would be delighted to schedule a meeting with you to discuss your marketing needs and philanthropic goals. You may also scan the QR code below or visit our sponsor link to sign up.

**We look forward to speaking with you soon!**

**Tedda Hughes**

Executive Director | Publisher

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Scan our QR code or visit our  
sponsor page to sign up:  
[givebutter.com/EliSponsors2026](https://givebutter.com/EliSponsors2026)