



NEW FREDERICKSBURG FREE PRESS BUSINESS NEWSLETTER “BIZ BEAT BY BILL FREEHLING”

We are proud to announce that starting October 2nd, the Free Press will be adding a weekly business-focused email newsletter.

The Biz Beat e-newsletter and its content will be produced by Bill Freehling, a veteran business reporter formerly with the *Free Lance-Star*. During his time there, he launched the successful “Fredericksburg Business Insider” publication. Freehling later served as Fredericksburg's Director of Economic Development and Tourism, a role he stepped down from last June. He has now chosen to return to journalism and has joined the FFP team.

The Biz Beat newsletter will be sent every Wednesday afternoon (except Dec. 25 and Jan. 1) to over 7,600 subscribers. Bill will also produce a weekly video spotlighting an interesting property or business, and a monthly podcast featuring a businessperson with a story to tell.

SPONSORSHIP OPPORTUNITIES

We are offering a limited number of sponsorship opportunities for Biz Beat for its first six months of publication. We believe this publication will provide great exposure for area businesses and organizations, as it will reach our subscriber base of over 7,600 (and growing very quickly). It is also a great means to support the non-profit mission of the Free Press to provide important local news for free to our community.

THE FOLLOWING IS AVAILABLE FOR THIS SIX-MONTH PERIOD

Founding Supporters (Maximum of 5)

These Sponsors will have their branding displayed prominently on the weekly Biz Beat newsletter, blog posts, and on the Free Press website where Biz Beat content is displayed. \$6,000

Presenting Sponsor of Bill's Spotlight Video (Sole Sponsor)

Each week, Bill will feature a different property or business of note in the Region.

- Distributed Thursday afternoons on the Free Press website, social media, and featured in Biz Beat newsletter. \$10,000
- Styled on the popular "Freehling Finds" video series that Bill produced while he was the Economic Director for the City of Fredericksburg.
- The Sponsor's branding will be prominently featured on the distribution of the content and on the video, and on the Free Press website where the videos are available. Bill will also mention the sponsor by name in the weekly video.

Presenting Sponsor of Bill's Monthly "Biz Beat Podcast" (Sole Sponsor)

Each month Bill will do a long-form interview podcast with a business leader in our community that tell their story and the story of the business they have developed.

- The Sponsor's branding will be prominently featured on the distribution of the content in the Biz Beat newsletter, and on the Free Press website where Biz Beat content is displayed. \$5,000
- During the podcast. Bill will mention the sponsor by name during the podcast.



Seth Silber

email: sponsor@fredericksburgfreepress.com

