

James Lane

— POST —



James Lane Post

James Lane Post covers East End life. The boutique media company highlights stories that give back to and uplift the community. With content that will appeal to all East Enders, each issue — written by award-winning journalists — includes style, dining, news, arts & culture, real estate, travel, events, design, philanthropy, and acts as an overall guide to what’s happening in the Hamptons and on the North Fork.

Partnership opportunities are available in a variety of mediums, including print, our website (jameslanepost.com), social media (@jameslanepost), our carefully curated events, and our digital newsletter.

The James Lane team can create a custom partnership for your brand based on your needs and budget.





Our specialty is curating intimate events that stand out. Our events are a reflection of our print and digital media and offer many opportunities to highlight your business. Experiential event partnerships provide your brand exposure in print, digital, and social media, as well as at the event. Working with our team of creatives, you will be provided with event imagery that can be shared on your own channels as well.



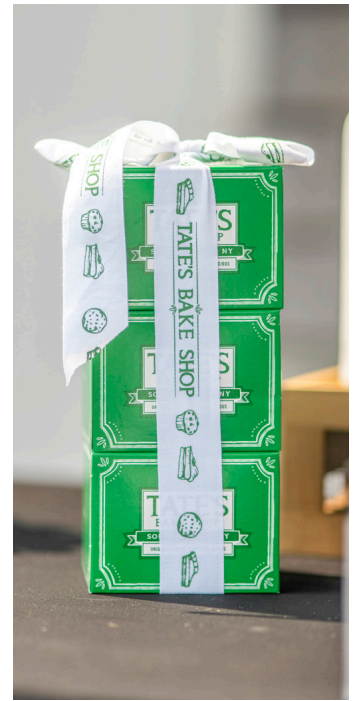
The James Lane team is deeply connected with the East End community and our events reflect that. We can develop a special event that is the perfect fit for your brand.



Photos in this kit by Ty Wenzel, Madison McGinn/BFA.com, Nick Norcia, Michael Neumann/istock, Lisa Timburini, Rob Rick, Barbara Lassen, Eric Vitale, Joe Brands, M Szczepa, Rossa Cole, Kurt Leggard, Jill Carson, Lori21, Madison Fender, Wil Weiss

EVENT CURATION & SPONSORSHIP - BRAND PARTNERSHIP EXAMPLES

James Lane





JAMES LANE FEST

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James Lane Post hosts James Lane Fest, an exciting weekend in collaboration with Sound View Greenport in the fall. The event is a perfect blend of fashion, art, wellness, and dining, on the scenic North Fork of Long Island.

James Lane Post and Sound View meticulously curate a variety of programs for guests to enjoy while they relish the beauty of the region. The events include cookbooks signings with celebrity chefs, art exhibits, wine dinners, wellness programming, pop up shops, cocktail parties, and more.



JAMES LANE FEST



TITLE SPONSOR: \$20,000

- Naming rights "James Lane Fest at Sound View Presented by Brand" with category exclusivity
- Photography and videography captured at the event
- Logo inclusion on invitation and marketing materials
- Brand exposure at the event
- 1 room at Sound View + 8 tickets to the weekend
- 4 full page advertisements in James Lane Post print
- 4 month digital leaderboard banner on the James Lane Post weekly newsletter & jameslanepost.com
- 2 collaborative Instagram reels
- Gifting opportunities

GOLD SPONSOR: \$6000

- Photography and videography captured at the event
- Logo inclusion on invitation
- Category exclusivity
- 4 tickets to the weekend
- 2 full page advertisements in James Lane Post print
- 2 month digital leaderboard banner on the James Lane Post weekly newsletter & jameslanepost.com
- Band exposure at the event
- Gifting opportunities

SILVER SPONSOR: \$2,500

- Photography and videography captured at the event
- Logo inclusion on invitation
- 2 tickets to the weekend
- 1 full page advertisement in James Lane Post print
- 1 month digital leaderboard banner on the James Lane Post weekly newsletter & jameslanepost.com
- Band exposure at the event
- Gifting opportunities



JAMES LANE POST ISSUE EVENTS

James Lane



James Lane Post hosts an issue release event for select print editions. We invite key advertisers, influencers, those interviewed and profiled in the issue, and community partners to attend. Each event provides an authentic and personal opportunity to promote your brand and to be incorporated into the event.



JAMES LANE POST ISSUE EVENTS



TITLE SPONSOR: \$20,000 (4 events)

- Title sponsorship of 4 James Lane Post issue release events in the Hamptons/North Fork, including naming rights & category exclusivity
- Each event includes a cocktail reception or special event to celebrate the release of each issue. James Lane Post invites key advertisers, influencers, those interviewed and profiled in the issue, and community partners to attend.
- Logo inclusion on all digital and print assets and brand exposure at the event
- 10 tickets to each event
- 1 full page advertisement in each print issue (4 total)
- 12 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers

EVENT SPONSOR: \$6,000 (4 events)

- Logo inclusion on all digital and print assets and brand exposure at the event
- Category exclusivity
- 10 tickets to each event
- 3 full page print advertisements
- 6 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers

EVENT SPONSOR: \$2,500 (single event)

- Logo inclusion on all digital and print assets and brand exposure at the event
- 10 tickets to each event
- 1 full page advertisement
- 3 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers

MEDIA PARTNERSHIPS & SPONSORSHIPS (PAST & PRESENT)

James Lane



JAMES LANE POST HAS BEEN THE MEDIA PARTNER TO THE FOLLOWING EVENTS

- Southampton Hospital Foundation's Summer Gala

- South Fork Natural History Museum's annual summer Gala



- The Ellen Hermanson Foundation's gala & Ellen's Run

- The Watermill Center's Crossroads Summer Festival

- Whimsy in the Garden at Southampton Arts Center



- Guild Hall's Summer Theater Programming

- The Samuel Waxman Cancer Research Foundation's Hamptons Happening



- The Southampton African American Museum's Summer Reception



MEDIA PARTNERSHIPS & SPONSORSHIPS (PAST & PRESENT)

James Lane



- Animal Rescue Fund of the Hamptons (ARF)'s Cute Pet Contest

- Hudson's Helping Hands Evening Under The Stars at Crow's Nest Restaurant

- Hamptons Fashion Week

- The Hamptons Fine Art Fair in Southampton

- NYC Second Chance Animal Rescue Cocktails & Pawprints



- The Children's Museum of the East End (CMEE)'s summer fair

- "Lilly" World Premiere, starring Patricia Clarkson, at the Hamptons International Film Festival

