Partner With McKinney Media

McKinney Media connects organizations with entrepreneurs, professionals, students, and community leaders across the Lehigh Valley — through events, education, and experiences that position sponsors as trusted resources, not just advertisers.

> Sponsorship Opportunities Across Business, Community, and Creative Education

~1M

Annual Impressions

Across McKinney Media's owned pages and digital platforms

MCKINNEY MEDIA LLC · BETHLEHEM, PENNSYLVANIA · WWW.MCKINNEYMEDIA.CO

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Executive Summary

What We're Building and Why It Matters

McKinney Media is a creative institution in Bethlehem, Pennsylvania, connecting brands, entrepreneurs, professionals, students, and community leaders through events, education, and business experiences that build visibility, trust, and measurable impact.

We reach approximately 1 million annual impressions across a concentrated audience of working-age professionals, business owners, and civic leaders in the Lehigh Valley and beyond.

Sponsors and funders partner with us not as advertisers, but as trusted resources embedded in meaningful professional and community environments.

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Why This Matters

The Business and Community Opportunity

Entrepreneurship & Small Business Growth
The Lehigh Valley has a thriving startup ecosystem. McKinney Media connects founders with capital, mentorship, and visibility.

Workforce Development & Career Readiness
Creative and business skills are in demand. Our education programs prepare students and professionals for high-value roles.

Professional Networking & Trust
Brands that show up in meaningful community spaces become trusted resources, not just vendors.

Local Economic Mobility
Supporting education, entrepreneurship, and professional development strengthens the entire region.

Creative Economy Development
Media, marketing, and creative skills drive innovation and attract talent to the Lehigh Valley.

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One Ecosystem, Three Sponsorship Pathways

Choose the Audience and Outcome That Fit Your Goals

McKinney Media Events

Broad visibility and community engagement

Banks, credit unions, regional employers, and community-facing brands.

The Entrepreneurs Club

Direct access to founders and professionals

Banks, credit unions, lenders, attorneys, accountants, and professional-service firms.

McKinney School of Media & Marketing

Education, workforce development, and long-term impact

Universities, employers, foundations, and workforce-development organizations.

Organizations may support one event, a recurring series, an annual partnership, or a custom education and community-impact initiative.

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Event and Program Portfolio

Where Organizations Build Visibility and Relationships

Organizations may support one event, a recurring series, an annual partnership, or a custom education and community-impact initiative.

Headshot Happy Hour

Recurring professional networking series combining education, relationship-building, hospitality, and professional headshots.

Typical attendance: Averages 40 professionals per event

Primary audience: Founders, professionals, executives, creatives, and community leaders.

Entrepreneurs' Club Reunion

Flagship business and community event with vendors, speakers, live programming, and networking.

Target attendance: 100–150

Primary audience: Entrepreneurs, professionals, vendors, institutional partners, and emerging leaders.

McKinney School Workshops and Cohorts

Photography, video, marketing, AI, and entrepreneurship education.

Typical class size: Varies by program and cohort

Primary audience: Students, adults, entrepreneurs, creatives, and professionals.

Custom Community and Institutional Programs

Partner-designed events, workshops, activations, and educational programming.

Attendance: Based on venue, objective, and format.

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Attendance and Audience Scale

Digital Reach + In-Person Impact

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Annual Impressions

Across owned pages and digital platforms

12.9K+

Combined Followers

LinkedIn and Facebook

7,353

LinkedIn Followers

+6% Year-over-Year Growth

~4.5K

Top Instagram Post Views

Community and event engagement

Monthly + annual

Recurring Programs

Headshot Happy Hours, Entrepreneurs' Club, workshops, and custom activations

40

Headshot Happy Hour

Average attendance per event

100–150

Flagship Event

Target attendance for annual event

30%

Senior-Level Roles

Audience holds senior-level positions

18%

Large Organizations

Work at organizations with 10,000+ employees

5%

Owners or Founders

LinkedIn audience self-identifies under owner or founder titles

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Who Is in the Room

Audience Composition and Professional Profile

Professional Roles and Backgrounds

- Entrepreneurs and small-business owners
- Senior-level professionals and managers
- Creatives and independent service providers
- Finance, legal, marketing, education, healthcare, and nonprofit professionals
- Students and emerging professionals
- Civic, chamber, and community leaders
- Employers and institutional representatives

Demographic Profile

- Dominant age range: 25–44
- 30% hold senior-level positions
- 18% work at organizations with 10,000+ employees
- 5% of LinkedIn audience self-identifies as owners or founders
- Mixed gender and cultural representation across business, education, creative, nonprofit, and civic sectors
- Primary locations: Allentown, Bethlehem, Easton, Greater Lehigh Valley, and NYC metro (via LinkedIn)
- Industries: Finance, healthcare, education, nonprofit, creative, technology, and professional services

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Why They Attend

More Than Attendance: A High-Value Relationship Environment

McKinney Media creates structured access to people actively seeking relationships, resources, expertise, and next-step opportunities.

Attendees come to:

- Find clients, partners, and service providers
- Access capital and business resources
- Build professional visibility
- Learn from experts and thought leaders
- Recruit talent or discover career opportunities
- Develop practical creative and business skills
- Connect with institutional and community leaders
- Strengthen trusted local relationships

What This Means for Sponsors

Your brand becomes a trusted resource inside meaningful professional and community environments. Attendees are not passive spectators—they are actively seeking the kinds of relationships, expertise, and resources that sponsors provide.

Attendee Experience

Participants consistently cite meaningful introductions, professional visibility, practical education, and access to local business resources as key reasons they attend.

Sponsor Experience

Sponsors gain direct access to engaged professionals while positioning their organizations as accessible, knowledgeable, and invested in the community.

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Sponsorship Built Around Business Objectives

Six Measurable Dimensions of Value

Brand Visibility

Logo placements, event signage, registration pages, email campaigns, social media recognition, and program acknowledgment.

Direct Engagement

Resource tables, product demonstrations, consultations, attendee conversations, and QR lead capture.

Thought Leadership

Keynotes, panel discussions, moderated segments, workshops, and educational presentations.

Lead Generation

Qualified contact capture, attendee opt-ins, referrals, and follow-up opportunities.

Community Impact

Learners served, scholarships provided, skills gained, and community outcomes.

Content Value

Professional photos and videos, sponsor spotlights, interviews, tagged social posts, and recap campaigns.

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Activation Opportunities

How Sponsors Create Value and Build Relationships

Business Finance Corner

Dedicated resource table at events. Sponsor provides founder resources: loan programs, business banking, financial literacy guides. Speaking slot on "Funding Your Business" panel. Lead capture and follow-up with interested founders.

Career Pathway and Headshot Lounge

Branded headshot lounge at networking events. Recruitment booth showcasing open positions and career pathways. Sponsorship of McKinney School workshops on resume-building and interview prep. Featured employer spotlight in McKinney Media's job board and social channels.

Creative Skills Workshop or Scholarship Series

Co-branded educational workshops on media literacy, video production, or digital marketing. Scholarship opportunities promoted through McKinney School. Thought leadership positioning as a supporter of creative economy and workforce development.

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Historical Proof and Credibility

Trusted by Leading Organizations and Recognized by Community Leaders

Trusted Organizations

Wind Creek Bethlehem, Morgan Stanley, B. Braun, iHeartMedia, NAACP, City Center Allentown, Penn State Lehigh Valley, Greater Lehigh Valley Chamber.

Recognition

Recognized by the U.S. Congress, Pennsylvania House of Representatives, and the City of Bethlehem for contributions to community development, entrepreneurship, and creative education.

Program Track Record

- Approximately 40 professionals per Headshot Happy Hour
- Flagship programming designed for 100–150 attendees
- Speakers, panelists, vendors, and partners integrated into programming
- Professional photography and recap content included in sponsor visibility
- Returning community partners and sponsors

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Measurement and Sponsor Reporting

A Clearer View of What Sponsors Receive

What Sponsors Receive

Post-event and annual reviews include:

- Event attendance and activation participation metrics
- QR-code scans and opt-in lead submissions captured directly at sponsor resource tables
- Social media impressions, promotional reach, and digital content views
- Professional photo and video recap assets for your brand's use

Data Privacy and Lead Capture

McKinney Media does not provide attendee contact information without appropriate opt-in. Sponsors are encouraged to use QR codes, giveaways, or meeting-request forms at their resource tables to capture leads directly.

Important Note

McKinney Media does not guarantee job placement, sales, leads, or other results that cannot be directly controlled. Reporting focuses on access, engagement, and measurable community outcomes.

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Let's Build the Right Fit

Start Your Partnership Today

McKinney Media can structure a sponsorship or grant partnership aligned with your goals — whether for one event, a recurring series, education programming, or a custom community initiative. We work with banks, employers, foundations, universities, nonprofits, and community-facing brands to create meaningful partnerships that deliver real value.

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