

RedState Goes Live!

New TV Events with Erick Erickson

RedState, in partnership with *Human Events*, is organizing four live digital town halls.

For the first time, you can sponsor these exclusive events, prominently feature your organization before motivated conservative activists around the country, advance your cause, and align your organization with one of the most powerful brands among conservatives.



Who Is Erick Erickson?

Erick Erickson is RedState's managing

editor, and a true conservative star. Here's what the media is saying about Erick:

- His rise to prominence "has been nothing short of meteoric"
—*Politics Daily*
- "Readers include Rush Limbaugh and just about everyone who matters in the Republican Party"
—*The UK Telegraph*
- "Political players that help shape policy and the direction of the conservative movement follow his every word" —Matt Towery

Expect Erick to have a major impact on upcoming elections and everything conservatives care about.

Who Will Be Watching?

The *Human Events* and RedState audiences care deeply about America and the direction in which it is heading. Readers are strongly principled and well-informed, and have built a reputation for supporting candidates and causes with their words and their wallets. According to an October 2009 survey of *Human Events* and RedState readers:

- 84% describe their political leanings as conservative or Republican
- 75% would be willing to donate to a candidate or cause they supported
- 59% consider themselves grassroots activists

What is Included in Your Sponsorship?

As a sponsor, you will receive premier and exclusive exposure in the town hall and on-demand archive, along with all of the following:

- Interview of a sponsor executive, recorded at the event and archived with RedState and *Human Events*, including broadcast quality digital videotape or DVD recording
- Three dedicated email broadcasts to the full *Human Events* email list
- Two fullpage 4-color print ads in *Human Events*, accompanying full event coverage
- Sponsor can conduct polling, fundraising, and email collection during the live event
- Your organization will be recognized by Erick Erickson
- And much more!