



Sponsorship Proposal

from the International Network of Street Papers (INSP)

INSP: A united voice against poverty



The International Network of Street Papers (INSP) unites a diverse membership of nearly 100 independent social media organisations (street papers) in some 40 countries around the world.

In addition to promoting independence and dignified employment for thousands of homeless and very poor people, INSP street papers are distinctive in their capacity to encourage editorial voices missing from traditional media, providing a platform for consistent reporting on poverty and social injustice as well as writing and visual arts by marginalised people.

With a combined annual readership of over 100 million, INSP street papers speak from the ground up for a more educated, engaged and equitable global society.

The Street News Service (SNS)

The **Street News Service** (SNS) is a cornerstone of INSP's efforts to build a strong and united anti-poverty movement. An innovative online news agency, the SNS provides a forum for street papers to exchange editorial content and photographs, enabling their development and capacity building. The SNS also delivers exclusive content unique to the street paper movement and supplemental news, features, and photographs from key media partners, including Reuters and Inter Press Service

The SNS aims to inform and educate public opinion surrounding issues of social and economic justice. It promotes the diversity and flow of under-represented voices, independent perspectives and substantive social journalism distinctive to the INSP network.



“ “ The Street News Service is a dynamic movement of independent social media, which is distinctive in its capacity to encourage editorial voices missing from traditional media. Reuters has been a proud supporter of the SNS for over two years and hopes to be part of INSP’s future growth and development.

” ”

David Schlesinger
Editor-in-Chief, Reuters



THOMSON REUTERS

The Global Reach of the SNS

Since 2007, some **1,500 street paper articles** have been circulated through the SNS. The service is distributed weekly, in **3 languages**, to **over 200 street paper journalists** worldwide.



THOMSON REUTERS

The SNS offers access to the best of street paper journalism as well as exclusive features and photos from our media partners - Reuters and Inter Press Service.



Working with a team of **46 volunteer translators**, from the UK and around the world, the SNS currently offers a translation service in **15 languages**. Since 2007, there have been **over 600 known republications** of content from street papers and our media partners.

The Journey of 1 Article...

Articles are republished by street papers every week and some are republished more than once:

The Big Issue in Scotland published an article, telling the story of fellow street paper **La Calle** in Bogota, Colombia. The story was submitted to the SNS and then republished by **The Big Issue Japan** and **The Big Issue in the North (UK)**. In its journey around the world, one SNS article was read by a diverse audience of over 400,000 people.



Vision for Development

The vision for INSP's 2009 Street News Service Development seeks to build on the service's unique potential with the following core aims:

- Our focus is on the creation of a brand new, user-friendly website. It will provide an innovative and unique public gateway to a specific kind of independent reporting, and perspectives that cannot be accessed elsewhere.
- Developing our translation capacity will make the SNS more accessible to a diverse user group and help us bring the service to a wider audience.
- Employing a dedicated expert member of staff is necessary to support a premiere independent news agency. An SNS Editor would contribute organisational capacity, multilingual communication abilities, seasoned journalistic experience and outreach efforts to this exciting project.
- Eventually the Street News Service will be marketed as a fee based subscription service for external media partners and operate as a social enterprise in its own right.

Gold package: SNS Sponsorship

Sponsor Benefits

- Prominent credit in all publicity and marketing materials relating to the Street news Service.
- Name and logo on INSP advertisement campaign in selected street paper publications worldwide.
- Company name and logo prominently displayed on both INSP and SNS websites
- Publicity at the 2009 International Street Paper Awards and 14th Annual INSP Conference in Bergen, Norway

Value: £10,000

Silver package: SNS Sponsorship

Sponsor Benefits:

- Prominent credit in all publicity and marketing materials relating to the Street News Service.
- Company name and logo prominently displayed on both INSP and SNS websites
- Publicity at the 2009 International Street Paper Awards and 14th Annual Conference in Bergen, Norway

Value: £5000