

At a time when **trusted local journalism is vanishing**, your brand has a chance to **stand for something more**.

We're thrilled to introduce you to a new and growing opportunity: sponsoring *The Washington County Times* — a revitalized digital news outlet committed to independent, community-driven journalism.

In March 2025, Washington County, Indiana lost its 140-year source of local reporting. In response, we (Jacob Dufour and Nathaniel Smith) launched *The Washington County Times* to fill the gap. As lifelong residents, we understood what was at stake — because when a community loses access to credible news, it loses its sense of connection and accountability. What began as a grassroots project has grown into a vital public service, fueled by passion, transparency, and trust.

We believe journalism should be accessible to everyone, regardless of income. That's why we moved away from a traditional subscription model in favor of a hybrid approach: a pay-what-you-can donation system for individuals, and sponsorship opportunities for mission-aligned brands who want to make a meaningful impact.

As a sponsor, your brand goes beyond conventional advertising. You're not just placing an ad — you're helping sustain an essential public good. You're aligning with values like civic responsibility, community resilience, and the free flow of information, and you're doing so with visibility that reaches a highly engaged, loyal audience that values brands with purpose.

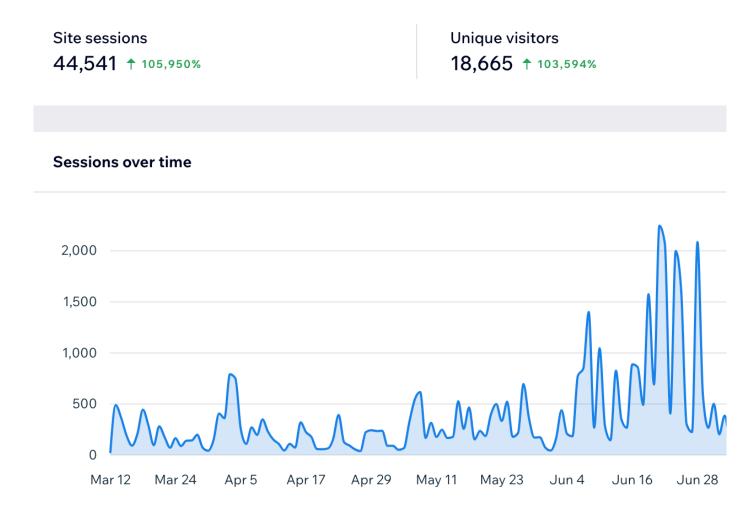
This is an invitation to be part of something bigger — and more lasting — than a typical marketing campaign.

Read on if you're interested but want more information, or visit the URL below to become a sponsor!

We look forward to partnering with you.

The Washington County Times LLC is not a nonprofit organization and donations/sponsorships are not tax-deductible as charitable.

Why sponsor us? First of all, all Sponsors will be celebrated on our **website**, from Bronze Sponsors listed on our Supporter Wall to Platinum Sponsors being featured with large, prominent **ads** in nearly all news articles, and other options in-between.



Since our March 13th launch, we have had 2/3 of Washington County's 28,000 residents view our website, many of them returning for a total of nearly 45,000 site sessions. We eliminated our paywall in early May 2025, and as you can see since then our daily average of visitors has increased significantly.

Want to become a Sponsor? Visit washingtoncountytimes.com/support-us

It gets way better!

Check out our Facebook analytics.

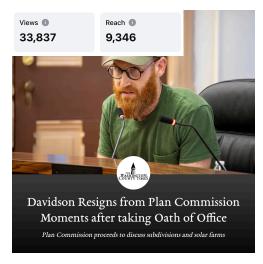


In just the **month of June**, we appeared over **1 million times** on Facebook newsfeeds, on over **70,000** individual accounts. That's nearly **three times** Washington County's population! Also, **100%** of our reach has been **organic**, which means it's the result of authentic community engagement, not because we paid for it.

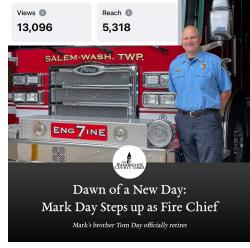
What does this mean for your business? In addition to being featured on our website, all Sponsors get varying levels of social media recognition. Bronze, Silver, and Gold Sponsors get a monthly shoutout with other Sponsors of their tier, and Platinum Sponsors get solo monthly shoutouts with a warm, written advertisement about their company. It's better than traditional advertising — it's directly associating your brand with something the community values and benefits from every day.

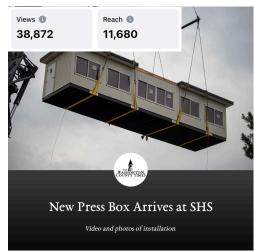
We have also recently rolled out a brand-new perk for **Platinum Sponsors**: a shout-out in the social share of every standard news article. That means **hundreds of thousands** of views a month for your business name and website link!

Below you'll see a handful of our social media posts and their individual analytics. That's the kind of recurring, frequent visibility you could get for your business. Some more recent posts have broken **50,000**, and even **60,000** views!

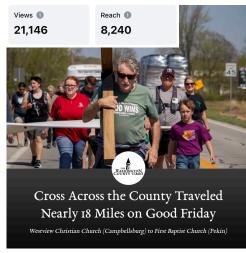












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Want to partner with us?

To sponsor The Washington County Times, visit the link at the bottom of this page, scroll past the "Become a Supporter" section to "**Become a Business Sponsor**", and select one of the following sponsorship options:









The big question — where will the money go?

The Washington County Times may be a business, but it's not a get-rich scheme. We aren't looking to get paid more than our work is worth — we're looking to **expand** and **upgrade** for the greater good of the community.

With your sponsorship dollars, our long-term plans include hiring a freelance **investigative journalist** to report on local government activity, bringing on additional **staff writers** and contributors, producing regular **video** content (which may even additionally benefit our sponsors!), and send out **newsletters** (more advertising for sponsors!). If funds permit, we hope to even eventually develop a Washington County Times community **app**.

If you're interested in supporting this exciting new effort to inform and strengthen Washington County while securing unique and effective advertising solutions for your business, you can visit the URL below to get started today!