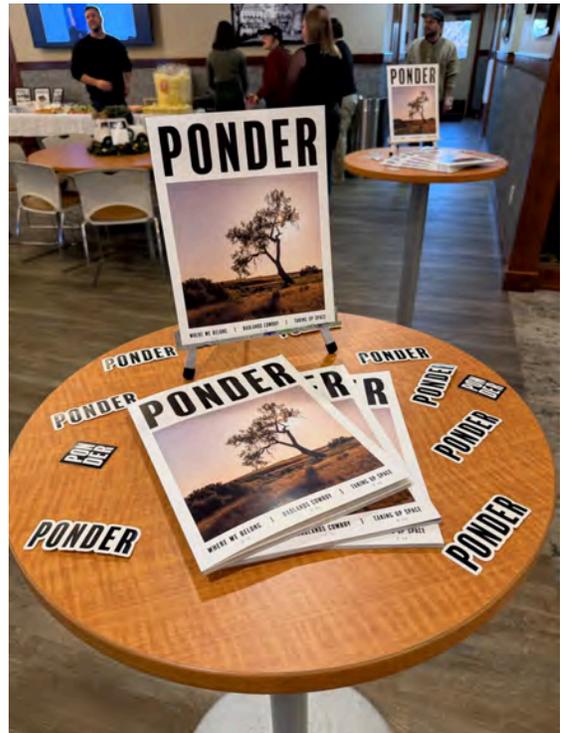


The *Ponder Magazine Winter 2025 Launch Party* was an in-person audience engagement event celebrating the release of Ponder's 4th issue. Held on campus at Black Hills State University, the event invited students, faculty, community members, and regional creatives to gather for the first public unveiling of the new issue. Attendees engaged directly with the magazine through free print distribution, behind-the-scenes conversations with the student writers, designers, and photographers, and a silent auction featuring donated goods from local businesses and original fine art prints created by the Ponder photography team.

The event significantly strengthened audience engagement by transforming the magazine from a static publication into a shared, in-person experience. Guests spent extended time interacting with the publication, meeting contributors, and learning about the stories featured in the issue. The launch party also reinforced Ponder's brand recognition, social media engagement, and readership while fostering long-term relationships with local partners and supporters.

Total event revenue: ~\$3000



you're
invited
to a

LAUNCH PARTY

& Awards Celebration



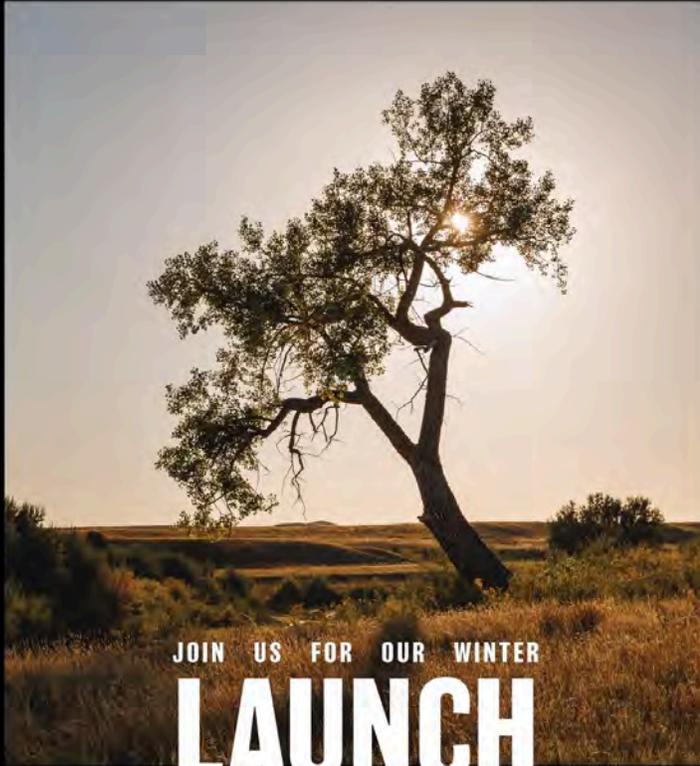
Friday, December 5
4:00 PM till 6:00 PM

BHSU Joy Center
1351 St. Joe
Spearfish SD, 57783



Invitation and social graphic sent to university administration + community members

**PON
DER**



JOIN US FOR OUR WINTER

**LAUNCH
PARTY**

AND 2025 AWARDS CELEBRATION

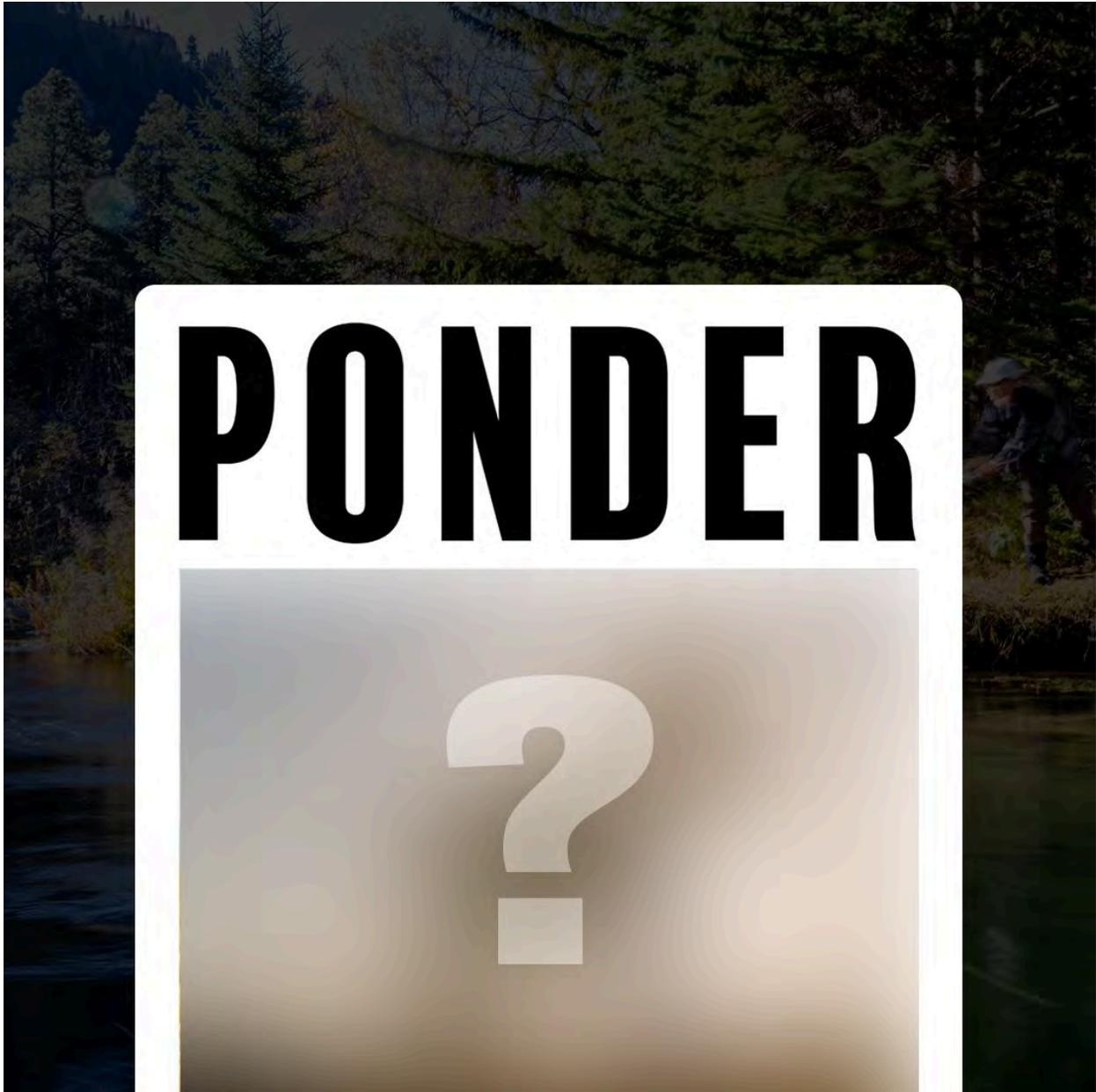
BHSU JOY CENTER
DECEMBER 5 2025
4 PM TILL 6 PM



BLACK HILLS
STATE UNIVERSITY

Persons with disabilities requesting accommodations for this event or for more information call 605.642.6276 or email Justin.Bergh@BHSU.edu, at least 48 hours prior to the start of the event.

Poster put up around campus + the Spearfish community.



Teaser social graphic for the event, published Mid November.

Instagram Reel - Post Event to announce the launch of Issue 4.

<https://www.instagram.com/reel/DR70RhNkqLM/?igsh=MTh3cTB0M2R0NXNrMA==>