



**APRIL 26-29, 2012
WVIZ/PBS TELEVISED AUCTION**

Each spring, the WVIZ/PBS Televised Auction raises funds for public television in Northeast Ohio. It is the community's biggest, most unique shopping adventure, providing a fun-filled, four-day shopping spree for thousands of enthusiastic viewers who tune in and log on to watch, bid and buy.

**Promote your organization
through the Buy NEO
Portfolio Program**

A unique way to promote your organization is by participating in the WVIZ/PBS Auction's Buy NEO Portfolio Program. Buy Northeast Ohio participants not only receive a new investor, but also help and support Northeast Ohio public television.

How Buy NEO works

Your company, headquartered in Northeast Ohio, makes a \$1,000 tax-deductible cash contribution to the WVIZ/PBS Televised Auction

WVIZ/PBS then uses the cash to purchase \$1,000 worth of stock in your company

This stock is combined with other Northeast Ohio participating companies' stock into portfolio packages, each valued at approximately \$3,000 to \$4,000, which are put up for bid

These portfolio packages are promoted on-air as items available for bid, and each participating company is spotlighted

BENEFITS OF PARTICIPATING

Your organization receives a very visible on-air salute as a community-oriented Northeast Ohio-based company

Associating with WVIZ/PBS's quality public television brand helps build on the positive corporate image of local companies that employ fellow community members

Your company makes a tax-deductible charitable gift with a unique return on investment: your company actually receives a new investor and exposure to thousands of potential investors

Your contribution helps WVIZ/PBS provide quality programming to your employees and their families, as well as families throughout the region

For more information on how your organization can gain visibility becoming part of this exciting televised tradition, contact Ella Fong at 216-916-6154 or ella.fong@ideastream.org