



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

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.

Sponsoring an Auction Board

Donated items are shown on Auction Boards, each of which is available for corporate sponsorship. Auction Board Sponsorship provides your company with a multimedia mix of promotional benefits for your business while actively demonstrating your organization's community spirit and involvement.



**Full-Day Auction
Board Sponsorship**

\$3,000

(Tax-Deductible)

ON-AIR

RECOGNITION

Your entire Auction Board Sponsorship day (at least 9 hours), includes:

- Every-other-hour presentation of on-air copy describing your company
- Numerous on-going mentions of your organization's Auction Board Sponsorship
- Your organization's name and/or logo posted on-air and in-studio
- Option to have a company representative appear on-the-air as a guest celebrity auctioneer
- Option to provide a volunteer to be a board marker during your sponsorship time
- Option to provide hats and/or t-shirts (12 of each) with your organization's logo for Auction Board volunteers to wear
- Option to gain additional visibility by providing an overbid incentive item (75 total) that will be offered to bidders who overbid on items on your sponsored Auction Board

ADDITIONAL IMPACT BEYOND THE SCREEN

Acknowledgement of your support in the following ways:

- A post-event televised Thank-You spot
- A link to your organization's website posted on the Auction homepage of ideastream's website
- Acknowledgement of your organization's support in a post-Auction mailing, which is sent to all donors and volunteers, as well as community leaders and Auction enthusiasts
- Acknowledgement of your sponsorship in periodic email blasts to Auction enthusiasts
- Recognition of your support in mailings to Auction donors, volunteers, buyers and bidders