



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.

Underwriting an Auction Segment

Participating as an Auction Segment Underwriter provides your organization with exposure to public television's exclusive, influential, affluent and educated audience. Underwriting Segment Packages are tax deductible and begin at \$6,000. (Multiple-segment sponsorship discounts available upon request.)

	Segment 1	Segment 2	Segment 3
THU April 26:	3pm - 8pm	8pm - 1am	N/A
FRI April 27:	3pm - 8pm	8pm - 1am	N/A
SAT April 28:	Noon - 4pm	4pm - 8pm	8pm - 1am
SUN April 29:	Noon - 4pm	4pm - 8pm	8pm - 1am

2012 Underwriter
SEGMENTS

ON-AIR

RECOGNITION

Presentation of on-air copy describing your corporation's commitment to the community during each hour that you underwrite

Airing of a television spot featuring your CEO (or other spokesperson) who can speak about your company's commitment to the community; spot airs during each segment that you support and is produced at no expense to your company.

Inclusion of your organization's name and logo on a televised underwriter-acknowledgement spot that will air each day of the Auction

Acknowledgement of your support in a post-event televised Thank-You spot

Option to have a company representative appear on-air as celebrity auctioneer

Your logo displayed on the covers of computers used in the phone bank during your segment

Option for staff participation as volunteers in the studio during your segment (group of 10)

Prominent placement of corporate logo in the WVIZ/PBS studio

"Ownership" of the Feature Board during your segment (Feature Board is an Auction board that features items valued at \$500 to \$999)

Option to provide phone volunteers hats and/or t-shirts that display your logo (minimum quantity of 50)

Option to gain additional visibility by providing an overbid incentive item (minimum quantity of 100) that will be offered to bidders who overbid on items during your organization's underwriting hours

ADDITIONAL IMPACT BEYOND THE SCREEN

Listing in the WVIZ/PBS Program Guide (circulation 22,000+)

Inclusion on the WVIZ/PBS Televised Auction website, including a link to your corporate website

Acknowledgement of your support in Auction-related press materials sent by WVIZ/PBS

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 underwriting in periodic email blasts to Auction enthusiasts

Recognition of your support in mailings to Auction donors, volunteers and buyers and bidders