



## SPONSORSHIP PACKAGE FOR MCTV

MetroCafeTV (MCTV) would like to present a unique underwriting opportunity.

We are currently looking for underwriting sponsors for our TV show as we continue to grow and promote local businesses and events. This packet describes in detail our sponsorship opportunities for your business/organization.

Underwriting is a specialized form of advertising used in non-commercial media.

*According to FCC guidelines, underwriting cannot include a "call to action" or opinion statements. Underwriting messages may include up to 20 words after the names of your business and can be no longer than 30 seconds. The following can be included in underwriting;*

- Name of business
- Address(es)
- Phone Number/Web site
- Hours of Operation
- Product line list without adjectives
- Logo phrase if it is not qualitative

### **Sample:**

*Million Dollar Teeth – offering new bright white smiles. Located one block west of the Peachtree Street., Atlanta, Ga. 404-444-4444. [www.millionsmiles.com](http://www.millionsmiles.com)*

MCTV has four main episode packages (Pink, Brown, Gold and Platinum)

### **Brown Package**

**\$300 per show**

**With the purchase of a Brown Package,**

- You will be the sponsor of one episode of any program
- 2 on-air mentions/8 mentions per month (tonight's show is brought to you by \_\_\_\_, located \_\_\_\_, etc.) at the beginning as well as the end of the program
- Logo placement in the end credits of the show (4 placements per month)
- Logo placements on the front page of our Web site for four weeks during airing of sponsored show and then on partner page for two weeks after show.

### **Pink Package**

**\$500 per show**

**With the purchase of a Pink Package, :**

- You will be the sponsor of one episode of any program
- 3 on-air mentions per show/12 mentions per month (*tonight's show is brought to you by \_\_\_\_, located \_\_\_\_, etc.*) at the beginning, middle and end of the program
- Logo placement at the beginning and end credits of the show (8 placements per month)
- Logo placements on the front page of our Web site for four weeks during airing of sponsored show and then on partner page for one month after show.
- Event announcements on our Web site
- Two \*sponsor slides - one at the first break and one at the second.
- Promotion of your products or services through our events, contests, and giveaways



## SPONSORSHIP PACKAGE FOR MCTV

### Gold Package

**\$900 per show**

**With the purchase of a Gold Package,**

- You will be the sponsor of one episode of any program
- 3 on-air mentions per show/12 mentions per month (*tonight's show is brought to you by \_\_\_\_\_, located \_\_\_\_\_, etc.*) at the beginning, middle and end of the program
- Logo placement at the beginning and end credits of the show (8 placements per month)
- Logo placements on the front page of our Web site for four weeks during airing of sponsored show and then on partner page for one month after show.
- Event announcements on our Web site
- Two \*sponsor slides - one at the first break and one at the second.
- Promotion of your products or services through our events, contests, and giveaways
- Air in four additional counties

### Platinum Package

**\$1800 for two shows**

**With the purchase of a Platinum Package,**

- You will be the exclusive sponsor of two episodes of any program
- 3 on-air mentions per show/12 mentions per month (*tonight's show is brought to you by \_\_\_\_\_, located \_\_\_\_\_, etc.*) at the beginning, middle and end of the program
- Logo placement at the beginning and end credits of the show (8 placements per month)
- Logo placements on the front page of our website for four weeks during airing of sponsored show and then on partner page for one month after show.
- Event announcements on our Web site
- Two \*sponsor slides - one at the first break and one at the second.
- Promotion of your products or services through our events, contests, and giveaways
- Air in four additional counties
- MetroCafeTV promotional item

in addition to the above packages we have four underwriting options:

### Underwriting Option 1

**\$25 per week**

Two \*sponsor slides during the show

\* A sponsor slide is a five-second Power Point slideshow ad with details of your company/organization

### Underwriting Option 2

**\$25 per week/per county**

All packages include airing in Dekalb county. For air in additional counties the fee will be \$25 per week/per county.

Other counties include: Clayton, Cobb, Douglas, Gwinnett/Rockdale/Walton, NE Cobb/Cherokee, Rome/Calhoun, Spalding, Forsyth/Bartow/Cherokee



## SPONSORSHIP PACKAGE FOR MCTV

### **Underwriting Option 3**

#### **\$50 per show**

Brief credit at end of show. (Less than five words)

### **Underwriting Option 4**

#### **\$125 per show**

Brief written credit at the beginning and end of the show and link on partner page of web site for four weeks. (Less than five words)

### **Underwriting Option 5**

In-kind donations (food, promotional items, travel, goodie bags, tickets, vouchers etc.) will receive a vocal special thanks and a lower third mention.

We look forward to you being our next sponsor!

If you are interested in this great underwriting opportunity and would also want to donate for upcoming events and live shows, you may contact Zoana Price Hawkins (Director) [zopmedia@yahoo.com](mailto:zopmedia@yahoo.com), Sandra Lewis-Glass (Producer) [slewisg@gmail.com](mailto:slewisg@gmail.com), or Donna Frazier (Executive Producer) [donna30@yahoo.com](mailto:donna30@yahoo.com)