

CATV GOVERNMENT & PUBLIC CHANNEL SPONSORSHIP OPPORTUNITY



your **voice**, your **channel**,
your **community**

Partnering with local community television is an innovative way to promote your organization within the Upper Valley community, and to align your brand with CATV's vital community service mission of bringing local government meetings to the Upper Valley communities.

SPONSORSHIP REACH

CATV's local viewing audience includes 10,500+ Upper Valley cable TV residences in Hanover and Lebanon, NH, Norwich, Hartland and Harford, VT.

SPONSORSHIP COST

\$300/month; one month minimum

WHAT YOU GET FOR YOUR SUPPORT

ON-AIR ACKNOWLEDGEMENT

CATV will air a 30-second sponsor acknowledgment video on CATV's government & public channel (Comcast channel 8 & VT channels 170 & 1170).

- **Exclusivity:** CATV limits sponsorship to only TWO sponsors per month on the local government/public channel. So, your video message will reach the viewers unimpeded by competition.
- **On-air Coverage:** Your sponsor acknowledgment is guaranteed to *run 40 times per month* during your selected coverage period. Your video will be placed either directly before or after government meetings. *Exact video position is not guaranteed.*

VALUE ADDED BENEFITS

- **In-studio Show:** CATV can produce an episode of the in-studio talk show *A Closer Look*, to feature your company's community involvement. The show host interviews the sponsoring company's representative about your company's community involvement/philanthropy and/or about a topic that affects the community for which the sponsor is an industry expert. *Show must be produced during the sponsorship period.*
- **Website Home Page:** Sponsor recognition airs on CATV's homepage carousel banner throughout 2019. Estimate 6,000+ annual views.
- **Facebook:** Bi-annual sponsorship recognition posts to 500+ Facebook friends; June & December posts.
- **Annual Report:** Recognition in CATV's annual report available to the public both on the CATV website and at the CATV office.

To become a sponsor, contact CATV at 802.295.6688 or info@catv8.org.