PUT THE POWER OF PUBLIC TELEVISION TO WORK FOR YOU!

Get Your Message Out
Put the power of television behind your company. Your marketing message will be broadcast to an audience primed to purchase.

Make a Powerful Connection with the Community
Co-brand your organization’s name and reputation with that of CET/ThinkTV and PBS, America’s most trusted institution (Roper Public Affairs & Media Poll).

Connect with the CET/ThinkTV Audience
Our audience is loyal and highly educated. Action Auction bidders and supporters are more likely to purchase from Auction donors and supporters.

Build Team Spirit
Bring a team from your office to volunteer during the Action Auction. Your employees can show their spirit and your business’ commitment to a vital community resource.

Gain Valuable Television and Online Exposure
Receive on-air credits throughout each night that your company sponsors and a link to your website on actionauction.org/sponsors.

COMPANY BENEFITS
• Multi-state reach via events.cetconnect.org/action-auction
• Receive on-air audio and visual credits
• Visibility in member magazine, e-newsletter and social media

BE A PART OF THE ACTION!!

Mary MacDowell | Community Events Manager | 513-345-6579 | mmacdowell@CETconnect.org | 1223 Central Parkway | Cincinnati, OH 45214
# 2020 CET/THINKtv Action Auction Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Fee</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Presenting Sponsorship*</td>
<td>$5,000 PER DAY</td>
<td>• Receive exclusive promotion as &quot;Action Auction Presented by YOUR COMPANY&quot; (minimum of 6 times)</td>
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<tr>
<td></td>
<td></td>
<td>• Logo prominently displayed on the lower 1/3 of the screen throughout the auction broadcast (minimum of 5 hours)</td>
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<td></td>
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<td>* SIX AVAILABLE / ONE PER DAY</td>
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<tr>
<td>Phone Bank Sponsorship*</td>
<td>$5,000 PER WEEK</td>
<td>• Logo displayed on the front of the Phone Bank throughout the auction broadcast the entire 5 days</td>
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<td></td>
<td></td>
<td>• Minimum of 5 hours each day</td>
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<tr>
<td></td>
<td></td>
<td>* ONE AVAILABLE / ENTIRE WEEK</td>
</tr>
<tr>
<td>Podium Sponsorship*</td>
<td>$3,000 PER DAY</td>
<td>• Logo displayed on the front and sides of the Emcee Podium throughout the auction broadcast</td>
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<tr>
<td></td>
<td></td>
<td>• Minimum of 5 hours</td>
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<tr>
<td></td>
<td></td>
<td>* SIX AVAILABLE / ONE PER DAY</td>
</tr>
<tr>
<td>Auction Board Sponsorship*</td>
<td>$1,000 PER DAY</td>
<td>• Logo displayed on-air as sponsored board is sold</td>
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<td></td>
<td></td>
<td>• Minimum of 6 mentions per day</td>
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<td></td>
<td></td>
<td>* TWENTY FOUR AVAILABLE / FOUR PER DAY</td>
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<tr>
<td>Bargain Board Sponsorship*</td>
<td>$1,500 PER WEEK</td>
<td>• Logo displayed and board is promoted as presented by ‘YOUR COMPANY’</td>
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<tr>
<td></td>
<td></td>
<td>• Minimum of 3 times each day</td>
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<tr>
<td></td>
<td></td>
<td>* ONE AVAILABLE / ENTIRE WEEK</td>
</tr>
<tr>
<td>Tonnite Board Sponsorship*</td>
<td>$700 PER DAY</td>
<td>• Logo displayed on-air as sponsored board is sold</td>
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<td></td>
<td></td>
<td>• Minimum of 6 mentions per day</td>
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<tr>
<td></td>
<td></td>
<td>* SIX AVAILABLE / ONE PER DAY</td>
</tr>
<tr>
<td>Sold Sign Sponsorship*</td>
<td>$300 PER DAY</td>
<td>• Logo displayed on-air as a board is sold</td>
</tr>
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<td></td>
<td></td>
<td>• Minimum of 6 mentions per day</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* TWENTY FOUR AVAILABLE / FOUR PER DAY</td>
</tr>
</tbody>
</table>

**ALL SPONSORS RECEIVE**

- Logo displayed with link to your website on Events Page of CETconnect.org and thinktv.org
- Logo included in televised ‘Thank You’ spots run in May/June 2020 on CET and Thinktv
- Company recognized in Public Media Connect, the member magazine sent to over 12,000 homes
Company Name: _________________________________________
Address:  _______________________________________________
______________________________________________________
City: ________________________ State: _____ Zip: _____________
Phone: ______________________ Fax:_______________________
Email: _________________________________________________

☐ Daily Presenting Sponsorship  $5,000 per day
☐ Phone Bank Sponsorship  $5,000 per week
☐ Podium Sponsorship $3,000 per day
☐ Bargain Board Sponsorship $1,500 per week
☐ Auction Board Sponsorship  $1,000 per day
☐ Tonight Board Sponsorship  $700 per day
☐ Super Board Sponsorship  $700 per day
☐ Sold Sign Sponsorship  $300 per day

Preferred Sponsorship Date:________________________

Please supply your high-resolution logo (vector line-art is preferable) to the CET Events Department via e-mail to mmacdowell@CETconnect.org by February 15, 2020.

Check enclosed for $ ________________

Please bill us for  $ ________________