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.

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

COMPANY BENEFITS

- Multi-state reach via events.cetconnect.org and thinktv.org/events.
- 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
# 2022 CET/THINKTV ACTION AUCTION SPONSORSHIP OPPORTUNITIES

## Daily Presenting Sponsorship  $5,000 Per Day
- Receive exclusive promotion as ‘Action Auction Presented by YOUR COMPANY’
- Logo prominently displayed on the lower 1/3 of the screen throughout the auction broadcast (minimum of 3 hours)
- Tier 1 Sponsor*

* Four Available / One Per Day

## Phone Bank Sponsorship  $5,000 Per Week
- Logo displayed on the front of the Phone Bank throughout the auction broadcast the entire 4 days
- Minimum of 3 hours each day
- Tier 1 Sponsor*

* One Available / Entire Week

## Podium Sponsorship  $3,000 Per Day
- Logo displayed on the front and sides of the Emcee Podium throughout the auction broadcast
- Minimum of 3 hours
- Tier 1 Sponsor*

* Four Available / One Per Day

## Table Sponsorship  $1,000 Per Day
- Logo is displayed before and after table is highlighted
- Minimum of 6 mentions per day
- Tier 2 Sponsor*

* Sixteen Available / Four Per Day

## Grand Gifts Sponsorship  $700 Per Day
- Logo displayed on-air as sponsored items are highlighted
- Minimum of 6 mentions per day
- Items sponsored will be valued at $1,000 or higher
- Tier 3 Sponsor*

* Four Available / One Per Day Wed. – Sat.

## Premier Gifts Sponsorship  $700 Per Day
- Logo displayed on-air as sponsored items are highlighted
- Minimum of 6 mentions per day
- Items sponsored will be valued 500 - 1,000
- Tier 3 Sponsor*

* Four Available / One Per Day

## Bid Sponsorship  $300 Per Day
- Logo displayed on-air as items are highlighted
- Minimum of 6 exposures per day
- Tier 3 Sponsor*

* Sixteen Available / Four Per Day

## 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 October 2022 on CET and ThinkTV
- Company recognized in Public Media Connect, the member magazine sent to over 20,000 homes

* See Addendum for Details of Sponsorship Tiers
Due to the change in the format of the Action Auction, the number of volunteers that are needed during the broadcast has been greatly reduced. The Sponsorship Tiers will provide you with a way to promote your business on the air, during the Action Auction. During each week-night broadcast, approximately ten volunteers will be needed and on Saturday, there will be multiple shifts of ten volunteers. Availability of volunteer slots will be dependent on the level of your sponsorship and the timing of your commitment to sponsor. We are hoping to be able to offer more slots for auctioneers, provided by sponsors this year, but that will be dependent any COVID restrictions that are in place in September.

<table>
<thead>
<tr>
<th>TIER 1 SPONSOR*</th>
<th>TIER 2 SPONSOR*</th>
<th>TIER 3 SPONSOR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thirty-second, pre-taped testimonial by a member of your staff, taped by the CET or ThinkTV production crew at your choice of CET or ThinkTV</td>
<td>Thirty-second, pre-taped spot that will include up to five photos related to your business. Photos can include: your company logo, your staff in company shirts, exterior of your work-place or other related images.</td>
<td>A fifteen-second promotional spot will run once during the Action Auction on the night of your sponsorship.</td>
</tr>
<tr>
<td>Your spot will run twice during the Action Auction on the night of your sponsorship.</td>
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<td>Spot will be viewable on the CET and ThinkTV websites.</td>
</tr>
<tr>
<td>Up to five photos related to your business will be included in the spot. Photos can include: your company logo, your staff in company shirts, exterior of your work-place or other related images.</td>
<td>Spot will be viewable on the CET and ThinkTV websites.</td>
<td>Deadline to have your fifteen-second spot produced is August 30, 2022.</td>
</tr>
<tr>
<td>Spot will be viewable on the CET and ThinkTV websites.</td>
<td>Your logo will be imbedded within the online listings of auction items.</td>
<td>Deadline to have your thirty-second spot produced is August 1, 2022.</td>
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<td>Your logo will be imbedded within the online listings of auction items.</td>
<td>Deadline to have your thirty-second spot produced is August 1, 2022.</td>
<td></td>
</tr>
</tbody>
</table>

*On-air spots must comply with FCC regulations for Public Television. Regulations available upon request.