

# The 2017 Great TV Auction



## SPONSORSHIP OPPORTUNITIES

Please contact Sharon Fischer-Toerpe, Auction Director  
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Thank you for your interest in being part of the largest PBS televised fundraising auction in the United States!

Community-minded businesses and organizations support Milwaukee Public Television AND receive valuable televised promotion as sponsors of the annual Great TV Auction:

- ◆ Promote your company name to an audience *tuned in to buy*.
- ◆ Associate with a five-time PBS award winning event.
- ◆ Play a starring role in delivering the quality of PBS to our community!

**April 28<sup>th</sup> – May 6<sup>th</sup> 2017**

## DAY SPONSOR - 2017

### **Sponsorship amount \$6,500**

The auction recognizes Day Sponsors in the following ways:

- Milwaukee Public Television's production staff will work with your marketing or advertising department to produce a 30 second recognition spot, featured hourly during your sponsored day.
- Your corporate identification will be presented for an entire day above three auction general merchandise boards (each board is shown approximately twice per hour).
- The host podium will display your corporate identification, shown every time the host is on camera.
- We'll feature six of your corporate representatives as auctioneers and table captains, reserving three merchandise tables for them to present during prime time of your sponsored day.
- Thirty of your employees are invited to take bids on the phone bank for the popular evening shift of your sponsored day. Additional employees are invited for the daytime phone shifts.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- General merchandise provided by your corporation will be showcased and up for auction while your employees are staffing the phone bank.
- Corporate logo items like hats, buttons, t-shirts, etc. may be distributed to auction volunteers for high visibility on and around the set.
- Viewer bonus incentives that you wish to provide will be promoted on air during your sponsored day to encourage overbids or Pick Up & Pay incentives.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

## HALF DAY SPONSOR - 2017

### **Sponsorship amount \$3,500**

The auction recognizes Half Day Sponsors in the following ways:

- Milwaukee Public Television's production staff will work with your marketing or advertising department to produce a 30 second recognition spot, featured alternating hours during your sponsored day.
- Your corporate identification will be presented for a half day above three auction general merchandise boards (each board is shown approximately twice per hour).
- The host podium will display your corporate identification, shown every time the host is on camera.
- We'll feature four of your corporate representatives as auctioneers and table captains, reserving two merchandise tables for them to present during prime time of your sponsored day.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- General merchandise provided by your corporation will be showcased and up for auction while your employees are staffing the phone bank.
- Corporate logo items like hats, buttons, t-shirts, etc. may be distributed to auction volunteers for high visibility on and around the set.
- Viewer bonus incentives that you wish to provide will be promoted on air during your sponsored day (for example: to encourage overbids or Pick Up & Pay incentives).
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

## **SUPERBOARDS AND TELEPHONES - 2017**

### **Sponsorship amount \$2,500**

The auction recognizes Superboard and Telephone Sponsors in the following ways:

- Your corporate identification will be presented for an entire day above all auction Superboards.
- A slide will be shown every hour with an audio credit indicating that the Telephones and Superboards are sponsored by your company.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

## **INDIVIDUAL BOARD SPONSOR - 2017**

### **Sponsorship amount \$1,500**

The auction recognizes Q, M or X Board Sponsors in the following ways:

- Your corporate identification will be presented for an entire day above either the auction Q, M or X Board.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

## **DAILY AND HOST BOARD SPONSOR - 2017**

### **Sponsorship amount \$1,000**

The auction recognizes Daily and Host Board Sponsors in the following ways:

- Your corporate identification will be presented for an entire day above the Daily and Host Boards.
- A slide will be shown every other hour with an audio credit indicating that the Daily and Host Boards are sponsored by your company.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

## **PICK UP AND PAY SPONSOR – 2017**

### **Sponsorship amount \$5,500**

The auction recognizes the Pick Up and Pay Sponsor in the following ways:

- Your corporate identification will be presented in the Pick Up and Pay area of the auction.
- A slide will be shown every other hour indicating that the Pick Up and Pay area is sponsored by your company.
- Your employees will be invited to join in the fun on the auction site.
- A selected company representative will take part in a live, prime time check presentation.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.



**OPENING NIGHT**  
**SUPER BOARDS AND TELEPHONE SPONSOR April 28, 2017**

**Sponsorship amount \$1,600**

The auction recognizes Superboard and Telephone Sponsors in the following ways:

- Your corporate identification will be presented for the entire evening above all auction Superboards.
- A slide will be shown every hour with an audio credit indicating that the telephones and Superboards are sponsored by your company.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

# **OPENING NIGHT SPONSOR**

## **April 28, 2017**

### **Sponsorship amount \$4,500**

The auction recognizes the Opening Night sponsor in the following ways:

- Milwaukee Public Television's production staff will work with your marketing or advertising department to produce a 30 second recognition spot, featured hourly during your sponsored day.
- Your corporate identification will be presented for the entire opening evening above three auction general merchandise boards (each board is shown approximately twice per hour).
- The host podium will display your corporate identification, shown every time the host is on camera.
- We'll feature four of your corporate representatives as auctioneers and table captains, reserving two merchandise tables for them to present during prime time of your sponsored day.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- General merchandise provided by your corporation will be showcased and up for auction while your employees are staffing the phone bank.
- Corporate logo items like hats, buttons, t-shirts, etc. may be distributed to auction volunteers for high visibility on and around the set.
- Viewer bonus incentives that you wish to provide will be promoted on air during your sponsored day encourage overbids or Pick Up & Pay incentives.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

**OPENING NIGHT Q, M or X BOARD**  
**April 28, 2017**

**Sponsorship amount \$1,200**

The auction recognizes Q, M or X Board Sponsors in the following ways:

- Your corporate identification will be presented for the entire opening evening above either the auction Q, M or X Board.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

# **OPENING NIGHT COMMISSARY SPONSOR**

## **April 28, 2017**

### **Sponsorship amount \$450**

The auction recognizes the Opening Night Commissary Sponsor in the following ways:

- Your corporate identification will be presented in the Commissary area of the auction on your sponsored day.
- A slide will be shown every other hour of your sponsored day indicating that the Commissary area is sponsored by your company.
- Your employees will be invited to join in the fun on the auction site.
- A selected company representative will take part in a live, prime time check presentation.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

**OPENING NIGHT**  
**DAILY AND HOST BOARD SPONSOR**  
**April 28, 2017**

**Sponsorship amount \$800**

The auction recognizes Daily and Host Board Sponsors in the following ways:

- Your corporate identification will be presented for the entire opening day above the Daily and Host Boards.
- A slide will be shown every other hour with an audio credit indicating that the Daily and Host Boards are sponsored by your company.
- Your employees will be invited to join in the fun on the auction set, taking bids on the phone bank.
- A selected company representative will take part in a live, prime time check presentation on your sponsored day.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.

## **COMMISSARY SPONSOR – 2017**

### **Sponsorship Value of \$800**

The auction recognizes the Commissary Sponsor in the following ways:

- Your corporate identification will be presented in the Commissary area of the auction on your sponsored day with a prominent sign, all nine days of the auction (promoted to over 2700 visitors throughout the course of the auction).
- A slide will be shown every other hour of your sponsored day indicating that the Commissary area is sponsored by your company.
- Your employees will be invited to join in the fun on the auction site.
- A selected company representative will take part in a live check presentation.
- Milwaukee Public Television's program guide, *Fine Tuning*, will applaud your support to our membership of approximately 35,000.
- Sponsorship will be identified on the Auction website with a link to your website.
- Company Logo Promotional Items that you may wish to provide will be promoted on air to encourage overbids or Pick Up & Pay incentives.