



Pocono Mountains Community Fundraiser 2020

NOW VIRTUAL - ON TV AND ONLINE!

On Friday, September 11, 8-9pm the Pocono Mountains Community Fundraiser will air as a **60-minute live event on WBRE**, reaching approximately 28,000 households.

The same night, the event will **ALSO stream live on PAHomepage.com**, which typically yields approximately 20,000 daily visits, and will be supported by interaction on WBRE/WYOU's Facebook page, which is liked by 79,671 people.

The event will be promoted on WBRE, WYOU and PAHomepage.com prior to the event.

Your Sponsorship Benefits

PRESENTING SPONSOR: \$15,000

INCLUDES:

- Twenty "watch party" packages, including goodies to enjoy as you tune in
- Logo on shared promos leading up to the event, which includes:
 - A minimum of eighty 30-second promos across both stations
 - 10,000 impressions on commercial pre-roll to all videos on PAHomepage.com one week leading up to the event
 - 100,000 impressions on display banner ads on PAHomepage.com one week leading up to the event
 - Banner ad with video on PAHomepage.com that extends down from the top of the page the day of the event
- Logo on opening and closing event graphics with audio mention ("Brought to you by these presenting sponsors...")
- One-minute speaking segment during event (preferably produced prior to event)
- Ability to play a provided 30-second commercial for your business following speaking segment (any longer video can be showcased on PMCF's page on PAHomepage.com)
- Fixed logo on PMCF's page on PAHomepage.com with link to your business website
- Company name featured/tagged on WBRE/WYOU's Facebook page
- Business name mentioned in all "Thank You" commercials, which will air on WBRE and WYOU following the event and will showcase this year's non-profit recipients
- Presenting Sponsor recognition keepsake

DIAMOND SPONSOR: \$10,000

INCLUDES:

- Twenty "watch party" packages, including goodies to enjoy as you tune in
- One-minute speaking segment during event (preferably produced prior to event)
- Logo and audio mention on commercials airing throughout the event, shared with up to 3 other sponsors ("Brought to you by these diamond sponsors...")
- Fixed logo on PMCF's page on PAHomepage.com with link to your business website
- Ability to play a provided 30-second commercial for your business following speaking segment (any longer video can be showcased on PMCF's page on PAHomepage.com)
- Business name mentioned in all "Thank You" commercials, which will air on WBRE and WYOU following the event and will showcase this year's non-profit recipients
- Company name featured/tagged on WBRE/WYOU's Facebook page
- Diamond Sponsor recognition keepsake



Pocono Mountains Community Fundraiser 2020

NOW VIRTUAL - ON TV AND ONLINE!

SIGNATURE SPONSOR: \$7,500

INCLUDES:

- Sixteen "watch party" packages, including goodies to enjoy as you tune in
- Logo and audio mention on commercials airing throughout the event, shared with up to 3 other sponsors ("Brought to you by these signature sponsors...")
- Fixed logo on PMCF's page on PAHomepage.com with link to your business website
- Company name featured/tagged on WBRE/WYOU's Facebook page
- Signature Sponsor recognition keepsake

GOLD SPONSOR: \$6,000

INCLUDES:

- Ten "watch party" packages, including goodies to enjoy as you tune in
- Logo and audio mention on commercials airing throughout the event, shared with up to 3 other sponsors ("Brought to you by these gold sponsors...")
- Fixed logo on PMCF's page on PAHomepage.com with link to your business website
- Company name featured/tagged on WBRE/WYOU's Facebook page

SILVER SPONSOR: \$4,500

INCLUDES:

- Six "watch party" packages, including goodies to enjoy as you tune in
- Logo and audio mention on commercials airing throughout the event, shared with up to 3 other sponsors ("Brought to you by these silver sponsors...")
- Fixed logo on PMCF's page on PAHomepage.com with link to your business website
- Company name featured/tagged on WBRE/WYOU's Facebook page

SHINING STAR SPONSOR: \$3,500

INCLUDES:

- Fixed logo on PMCF's page on PAHomepage.com with link to your business website
- Company name featured/tagged on WBRE/WYOU's Facebook page

ROCK STAR SPONSOR: \$1,000

INCLUDES:

- Individual name(s) on PMCF's page on PAHomepage.com and WBRE/WYOU's Facebook page

All sponsors should provide both process color and black-and-white versions of their logos for inclusion in event materials. Logos should be emailed to Luke Fuller at Riger Marketing Communications (LFuller@riger.com) no later than Friday, August 21, 2020.

Please contact TJ Price at 570-856-8176 with any other questions you may have.