

## One-time presenting sponsorship for a special broadcast

\$2,500 for exclusive sponsorship of a 30-minute program

### Benefits:

- Exclusive sponsorship of program
- Recognition in open/close of program as presenting sponsor
- Recognition in all show promos airing at least 3 times in the week leading up to the initial broadcast during prime time
- Recognition as corporate supporter on BECON website
- 2 tickets for membership recognition event

### Limit:

Two presenting sponsors per special broadcast (either one at \$2,500 or two at \$1,250 each)



## Segment sponsor

\$750 per segment per show (i.e. "Teacher Spotlight" on Broward School Beat – 7 episodes per year - \$5,250 for the year)

### Benefits:

- Recognized as presenting sponsor of segment
- Recognition in credits as corporate sponsor
- Recognition on BECON website

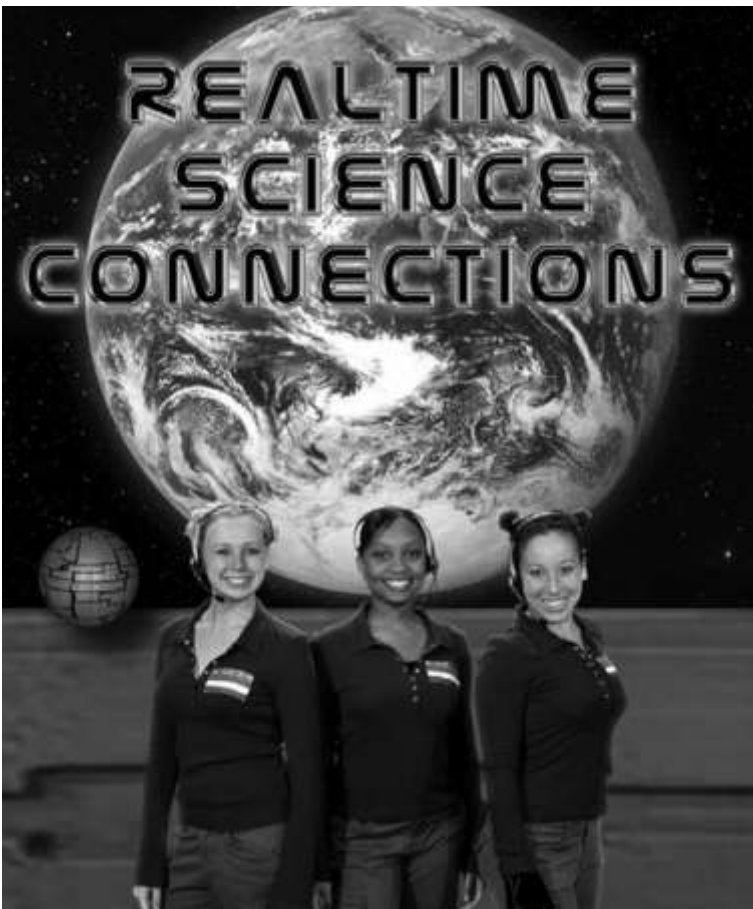
### Limit:

One segment sponsor per series

## In-Kind Contributions

- We welcome in-kind contributions. Each will be evaluated on a case-by-case basis based on monetary value and program need.

*Packages can be adapted to your individual company needs*



*Sponsorship and underwriting opportunities*

**THE BUILDING BLOCKS FOR YOUR FUTURE - INVEST IN YOURSELF!**

Sponsorship and underwriting opportunities with the Broward Education Communications Network (BECON)



BECON-TV (WPPB), is owned and operated by Broward County Schools, and is licensed by the FCC to broadcast noncommercial programming. The mission is to educate, inspire, broaden the horizons and enhance the quality of life of our South Florida community by delivering a rich diversity and timely mix of innovative instructional, educational, cultural and community affairs programs.

Sponsoring a BECON-TV program will allow you to:

- Spread your message to 1.3 million\* potential viewers
- Enhance your brand and image among 15,000 teachers, 272,000 students and 28,000 administrative employees throughout the Broward County school system
- Co-brand with BECON as a company committed to enhancing education, motivating individuals to improve their lives, providing useful information and promoting family values in a positive, friendly and upbeat manner.

BECON produced programs airing on community broadcast station, BECON-TV (WPPB) and on closed-circuit television into Broward County's public schools, centers and departments include: science programming such as, Soaring Into FCAT Science and Real Time Science Connections; math curriculum-based shows like Measuring Up and Putting Geometry on the Map; and community and public affairs programs like CountyLine, Teen Talk, Dr. Till's Community Forum, Broward School Beat and Broward Teen News; along with timely, human interest specials like election returns and community events.

\*Percentage based on current cable penetration in Broward County.



## Underwriting BECON programs

### Underwriting New Program Development

\$2,500 per 30-minute program (8-12 programs)

#### Benefits:

- Prominent recognition including logo in program credits
- Presenting sponsor designation in first year of broadcast which includes:
  - Industry exclusivity
  - Recognition in open/close of each program as presenting series sponsor
  - Recognition in all show promos airing at least 3 times per week during prime time
  - Production and airing of a 30 second issue-related PSA with company identification
  - Recognition as corporate supporter on BECON website
  - Inclusion in all BECON press releases as a corporate supporter
  - Recognition in electronic announcements reaching 28,000 Broward County Schools administrative employees and 15,000 Broward County Public School teachers
  - Table at membership recognition event

#### Limit:

Two underwriters per series (either one at \$25,000 or two at \$12,500 each)



### Presenting Sponsor of 12 Month Series

\$2,500 per month per 30-minute to 1 hour show airing a minimum of twice per week (\$30,000 per year)

#### Benefits:

- Industry exclusivity
- Recognition in open/close of each program
- Recognition in all show promos airing at least 3 times per week during prime time
- Production and airing of a 30 second issue-related PSA with company identification
- Recognition as corporate supporter on BECON website
- Inclusion in all BECON press releases as a corporate supporter
- Table at membership recognition event

#### Limit:

Two presenting sponsors per series (either one at \$30,000 or two at \$15,000 each)