



Sponsorship Packages

Note: ALL ADS SUBMITTED GO THROUGH A REVIEW PROCESS. NOT ALL ADS WILL BE ACCEPTED. WE RESERVE THE RIGHT TO DECIDE WHAT ADS WILL AND WILL NOT BE A PART OF OUR NETWORK. THERE IS NO FEE TO SUBMIT AN AD REQUEST AND SHOULD YOUR AD NOT BE APPROVED; YOU WILL NOT BE CHARGED. ALSO, WHILE WE HAVE PACKAGES SET OUT BELOW, WE ARE ALWAYS MORE THAN WILLING TO CREATE A SPONSORSHIP PACKAGE PERFECT FOR YOU AND YOUR BRAND. FEEL FREE TO REACH OUT TO OUR SPONSORSHIP COORDINATOR TO DISCUSS POSSIBILITIES -

Video Segment Sponsorship - (\$200 + Giveaway \$25-\$100 face value)

This level of sponsorship offers one of the most effective ways to increase the amount of organic engagement your business/organization/event/brand gets from our platforms, by offering a visible and interactive representation throughout multiple avenues. This method has been proven to increase your brand's visibility by at least 300%!

How it works: In addition to the minimal fee of \$200 to sponsor an episode, you provide a giveaway item (typically a gift card/certificate, and usually valued between \$25 and \$100) to WCTU Cleveland 13. This item will be given away randomly DURING the sponsored video segment. When the item is given away during the filming of the segment, we use that opportunity to remind our viewers that you (your brand/business/event, etc) is the sponsor of that segment and invite viewers to check out your location/site/social platforms. Our viewers see the added visibility not only in noticing that you sponsored the episode, but that you give back to the community; studies show that brands that publicly give tend to have a higher customer retention and spike in new customers following the event.

Also, not only are you named as the sponsor of that video segment, during the segment, but you are mentioned in the article that is published along with that segment upon airing, which remains online indefinitely, and a hyperlink will be used to allow viewers to easily access your site/social platforms directly from there.

Lastly, the value of the organic word-of-mouth marketing is most powerful, and this is one of the biggest factors in driving new visitors and viewers to the show and to your business/event. The person who receives the free item on camera is likely to both share the news of their good fortune with friends and family (promoting the segment and show in the process), but they are also likely to use their own social media presence to SHARE that episode when it airs because of the simple fact that they were featured and won something.

This is one of the most popular sponsorship options among businesses who have already been featured on shows and video series' associated with WCTU Cleveland 13, and provides an INCREDIBLE value to all who participate.

Social Sharing Sponsorship - (\$150 + Giveaway \$25-\$100 face value)

This level of sponsorship is reserved for businesses/organizations/events/brands that have either already been featured in a video segment of a program affiliated with WCTU Cleveland 13, or are soon-to-be featured. The purpose of this sponsorship is to encourage massive organic traffic aimed at your segment, and of course, your brand/business itself; through individual 'shares' of the video segment by motivated viewers and participants.

How it works: In addition to the minimal sponsorship fee of \$150, you provide a giveaway item (typically a gift card/certificate, and usually valued between \$25 and \$100) to WCTU Cleveland 13 for use in the promotion. Either during the filming of your segment, or in a separate video campaign conducted at some point following its airing, we ask viewers to 'SHARE' the post containing your video segment; informing them that each 'SHARE' (up to one share, per day, per person) gets them a free entry in a live drawing, at a specific date/time, where your item will be given away. The campaign will last one week and at the conclusion of that week the host of the show will do a completely LIVE streaming video on the Cleveland 13 News Facebook Page where a digital wheel, containing the names of all those who shared the video segment post, will spin. As the wheel stops, a winner is randomly selected and will be contacted to receive their gift.

The value of the organic engagement with your segment is increased exponentially with each and every person who shares it on their social platforms. This is a unique and highly effective way to increase your segment's visibility across platforms and subsequently increase their likeliness of visiting your business/website/event/social pages.

Lastly, the person who receives the free item is likely to both share the news of their good fortune with friends and family (promoting the segment and show in the process), but they are also likely to use their own social media presence to SHARE that segment when it because of the simple fact that they won something.

This is one of the most affordable sponsorship levels offered by WCTU Cleveland 13 and is also one of the levels with the highest return potential, due to the nature of the campaigns.

Breakaway Segment Sponsorship - (\$2,000-\$8,750 Per Contract)

A breakaway segment is a section of a news story, show or program affiliated with WCTU Cleveland 13, where during the program/segment, the host/reporter will begin to reference a breakaway story that will be highlighted during the segment/program, featured for approximately 2-4 minutes, and then brought back to the main segment/program where it will be briefly talked about again before returning to the regular content.

-----BELOW IS AN EXAMPLE OF HOW THESE SEGMENTS WORK AND HOW THE SPONSORS TIE IN-----

Example: [ex. taking place at a restaurant] (host looks over to interviewee) HOST: "So this businesses has been a dream of yours since you were a kid, right", INTERVIEWEE: "yes, I always had a passion for this since I was very young", HOST: "Well while we get setup in the kitchen to cook up some greatness, I want to pass it off to Laura for a moment, who has a special story to share with us about another kid who is following their dreams, in today's 'Cleveland Bank (SPONSOR EXAMPLE) Youth Spotlight', Laura?"

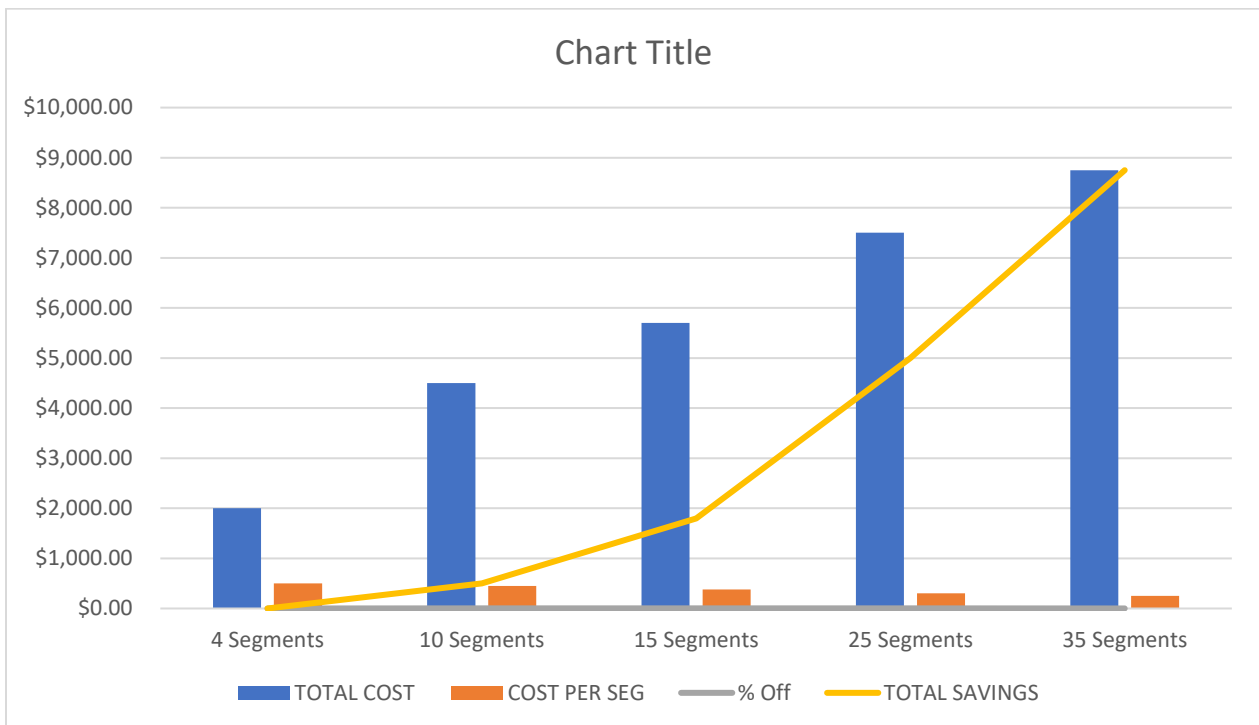
BREAKAWAY TRANSITION showing sponsor and breakaway segment name

LAURA: "Thanks Gremi, I'm here in Cleveland Heights with a young woman who is taking her passion for science and really making a difference in her community....etc"... At this point the breakaway segment airs between 2-4 minutes and then the reporter throws it back to the host and the main content with a line resembling, LAURA: "And it goes to show that you're never too young to follow your passions. This was today's Cleveland Bank (SPONSOR NAME) Youth Spotlight, and we want to thank Cleveland Bank (SPONSOR NAME) for allowing us to meet such talented young people and show off their passions. I'm Laura with "Cleveland 13 News", back to you Gremi" --- This throws it back to the main segment, where the host will acknowledge content from that breakaway, tie it into the current segment, and then continue with the rest of the segment from there.

Each breakaway segment sponsorship for a period determined in advance between you and our Sponsorship Coordinator. The specific breakaway segment will mention the sponsor each time it is featured in a segment. This can vary depending on the type of breakaway segment and the frequency of their occurrence. The cost for sponsorship is between \$2,000 and \$8,750 annually, based on the topic and frequency; Breakaway Segment Sponsorship averages out to approximately \$380/Segment (The cost per segment ranges between \$250-500/ per segment. The more segments contracted, the lower the cost per segment)

# OF SEGMENTS	BREAKAWAY SEGMENT SPONSORSHIP COST			
	TOTAL COST	COST PER SEG	% off	TOTAL SAVINGS
4 Segments	\$2,000.00	\$500.00	Base	\$0.00
10 Segments	\$4,500.00	\$450.00	10%	\$500.00
15 Segments	\$5,700.00	\$380.00	24%	\$1,800.00
25 Segments	\$7,500.00	\$300.00	40%	\$5,000.00
35 Segments	\$8,750.00	\$250.00	50%	\$8,750.00

The chart below shows a direct relation between the cost per segment and the savings per segment based on the number of segments sponsored in each contract. The minimum segments for this form of sponsorship is four (4) and the maximum per contract is thirty-five (35). Sponsors may enter into multiple agreements concurrently, or consecutively. Other discounts may apply in those cases and are negotiated on a case-by-case basis.



Additionally, WCTU Cleveland 13 will tag the sponsor on social media for each segment that features their breakaway. This resembles the post example below:

Facebook post from ClevettToUs. The post is titled "Valentine's Day with Jack Frost Donuts" and features a video of a man and a woman in a kitchen. The text of the post mentions "Coca-Cola Inspiring Teacher Spotlight" and "Mayfield Village". A blue box highlights the text "check out our Coca-Cola Inspiring Teacher Spotlight bringing us to Mayfield Village where a local educator is bringing Home Economics back in a HUGE way." A blue arrow points from the right side of the image towards this highlighted text.

Finally, breakaway segment sponsors also have a dedicated section/page on the Cleveland 13 News website, Facebook Page and YouTube Channel, specifically for their segment, where viewers can easily find and view those individual segments (separate of the entire program within which they were featured). This the dedicated page on Cleveland13News.com will feature the sponsor's logo, a description of the breakaway segment, and a description of the company/business/organization sponsoring the segment; as well as a message about why the sponsor believes that (the topic of the breakaway segment) is important.

CURRENT SPONSORABLE BREAKAWAY SEGMENTS INCLUDE:

- Young Wonders (Inspiring Youth)
- Savor the Flavor (Cleveland Food/Drink scene)
- Creature Feature (Animals)
- Academic Aces (outstanding students/teachers/educational programs & institutions)
- Gas Tank Getaways (Attractions, Lodging and Adventures fit for a 'Stay'cation within 150 miles)
- Timeless Treasures (Historic Cleveland Buildings, Monuments, Businesses, Families, etc)
- The Beat Report (Musical Artists, Musicians, Singers, Choirs, Producers, Programs, etc)
- Schmooze News (Exploration of Yiddish as slang in Cleveland)

EVENTS & PERSONAL ANNOUNCEMENT ADS PRICING:

Advertisement Fees:

- Obituary's: \$49.00

Personal Media Announcements:

- Website Post: \$100.00
- Newsletter: \$80.00
- Radio/Podcast Audio Shoutout: \$150
- Image Announcement (Social Media):
 - Instagram: Post - \$400, Story (24hr) - \$200
 - Facebook: Post - \$300, Story (24hr) - \$150
 - Snapchat: Story (24hr) - \$80
 - During News Video Segment: \$300
- Scrolling Text Announcement:
 - Website: One Week - \$200, Two Weeks - \$300, One Month - \$400
 - During News Video Segment: \$200
- Video Shout Out (Social Media):
 - Instagram: Reel - \$250, Story (24hr) - \$150
 - TikTok: Post - \$250, Story (24hr) - \$100
 - Facebook: Post - \$250, Reel - \$200, Story (24hr) - \$150
 - Snapchat: Story (24hr) - \$100
 - During News Video Segment: \$500

Combine Announcement Services:

- 2 Options (50% off 2nd option of equal or lesser value)
- 3+ Options (50% off of 2nd option of equal or lesser value, additional 25% off additional add-on options or equal or lesser value)

Event Announcements:

- Website Ad:
 - Homepage:
 - 1 Week - \$350, 2 Weeks - \$500, 3 Weeks - \$700, 1 Month - \$850
 - 3 Months - \$2,000, 6 Months - \$3,000, 1 Year - \$4,500
 - Newsfeed:
 - 1 Week - \$200, 2 Weeks - \$275, 3 Weeks - \$400, 1 Month - \$500
 - 3 Months - \$1,150, 6 Months - \$1,750, 1 Year - \$2,500
- Individual Story/Article Pages:

- 1 Week - \$350, 2 Weeks - \$500, 3 Weeks - \$700, 1 Month - \$850
 - 3 Months - \$2,000, 6 Months - \$3,000, 1 Year - \$4,500
- Newsletter:
 - 1 Week - \$200, 2 Weeks - \$275, 3 Weeks - \$400, 1 Month - \$500
 - 3 Months - \$1,150, 6 Months - \$1,750, 1 Year - \$2,500
- Radio/Podcast Audio Shoutout: \$300
- Image Announcement (Social Media):
 - Instagram: Post - \$400, Story (24hr) - \$200
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 - Facebook: Post - \$250, Reel - \$200, Story (24hr) - \$150
 - Snapchat: Story (24hr) – \$100
 - During News Video Segment: \$500
- Combine Announcement Services:
 - 2 Options (50% off 2nd option of equal or lesser value)
 - 3+ Options (50% off of 2nd option of equal or lesser value, additional 25% off additional add-on options or equal or lesser value)

Syndication Partnerships

Please contact us directly for syndication opportunities.

Annual Gala Sponsorship

“WCTU Cleveland 13” hosts an annual Black-Tie Gala that is a combination fundraiser and networking event. Attendants of this event include business owners, artists, event coordinators, and corporate executives from Cleveland based organizations and companies. During this Gala, guests receive a 3 course plated meal, live entertainment and are encouraged to participate in a silent auction consisting of high valued gift cards and baskets from local businesses, organizations, artists and event coordinators. During the event, participants are encouraged to mingle and network with small business owners from all around Cleveland and bid on silent auction items that come from many of the very same individuals and businesses. There are many ways to participate in this event.

Sponsorships for this event are taken in the form of in-kind items for the silent auction. This includes gift cards, gift certificates and gift baskets. Items contributed to the event must hold a value of at least \$250 to be listed as a sponsor, and at least \$500 to be listed as a sponsor AND receive two (2) complimentary tickets to attend the event. Contributions between \$250 and \$499 in value are still accepted for listed sponsors, however complimentary tickets to the event are not provided and can be purchased individually at the cost of \$100/single ticket or \$165/couple.

Sponsors are not obligated to attend the event, regardless of contribution level, should they choose not to.

Gala Sponsorship Perks

- **Listed as a “Cleveland 13” Sponsor online on the ‘Sponsors & Supporters’ Page**
- **Listed as an Gala Sponsor in Marketing Materials**
- **Promoted as a Sponsor in the Gala Video Segment**
- **Free Pair of Tickets to Attend the Gala** *(must contribute item valued at at least \$500 for silent auction)*
- **Logo Featured on Photo Wall at Gala**
- **Free 1 Week Revolving Ad Placement on “Cleveland 13” Website**

Each spring, submissions for sponsors of the annual Black-Tie Gala open online. Tickets for sponsors and non-sponsor guests are also available for purchase online at that time. Sponsors who are eligible for free tickets to the Gala will receive their tickets following acceptance of their in-kind contribution and approval of sponsorship. Tickets will be mailed, and no further purchase would be necessary for those individuals.