



## Underwriter/Sponsor Form

Thank you for supporting Nevada County Media and helping to bring local programming to our community. Please make checks payable to: Nevada County Media.

Please complete the following - **please print**

Show/Project Name: \_\_\_\_\_

Amount: \_\_\_\_\_ Check #: \_\_\_\_\_ Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: CA Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NCM Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For donations of \$1,000 or more, you will be contacted by a member of our production team to discuss the needs to complete your 30-second PSA and Business Story.

## **What are my underwriting options?**

NCM is seeking underwriters for locally-produced shows, live streamed events and special projects.

## **Why choose advertising (Underwriting) with your local access company?**

What commercial broadcasters call “advertising,” we in public media refer to as “underwriting.” Underwriting announcements are factual and seek to inform listeners about a service rather than induce them to purchase a product. If you are trying to reach a local, regional, or national target audience, video is one of the most effective ways to advertise and because there is no commercial clutter, your message will always stand out. Did you know that the cost of underwriting can be deducted as a business marketing or promotional expense?

## **Viewer Numbers**

Everyone consumes media differently, therefore NCM creates and places programs across multiple platforms. Cable, Facebook, Youtube and more. Here are a few stats.

- Nevada County currently has approx 11,000 cable subscribers, we operate 3 cable channels
- NCM currently has 9 Youtube channels (slated to have 15)
- Numbers vary but we have a video that has received 24,000 views 10 months
- A single video to our Facebook page has seen 3,600 views in a week
- Our Youtube channels contain 100's of local videos and are seen both locally and worldwide

## **Who we are**

The Nevada County Digital Media Center is the facility that allows our community to create and collaborate. Nevada County Media is the management and creative team behind all of the organized mayhem. Seriously, we are the hub for all things film, video & media. We provide a variety of opportunities and services to all ages in our community.

## **Underwriting Levels**

Our packages are designed to reach local and beyond to a variety of platforms.

### **Bronze - \$100**

- Listed in the credits - This is forever embedded into the show/project

### **Silver - \$500**

- Listed in the credits - This is forever embedded into the show/project
- Receives a 5-second "thank you" embedded in the program

### **Silver - \$1000**

- Listed in the credits - This is forever embedded into the show/project
- Receives a 5-second "thank you" embedded in the program
- 30 Second Business PSA that is embedded into the show

### **Platinum- \$2500**

- Listed in the credits - This is forever embedded into the show/project
- Receives a 5-second "thank you" embedded in the program
- Receives a 5-second "thank you" that runs on cable ch11 three times a week for one year
- 30 Second Business PSA that is embedded into the show
- Business Spotlight - An in-depth story about the business or individual. This airs in our "Business Highlight" segment once a week on cable, is posted on youtube and highlighted on our Facebook page