

# Connect to Your Local Communities

## CTV North Suburbs Sponsorship Opportunities



[www.ctvnorthsuburbs.org](http://www.ctvnorthsuburbs.org)



# Focus on Food

Dig into “Focus on Food,” a television show celebrating the creative cuisine that foodies love in the North Suburbs. For this annual LIVE program, we invite 10-20 local restaurants to showcase their culinary greatness to a hungry and enthusiastic crowd. Featured eateries include everything from legendary dives and casual hangouts to ethnic restaurants and fine dining establishments.

The event is free, but restaurants are invited to purchase their final segments; and their owners, managers and chefs are right there in the audience. You can meet them personally and pitch the products or services that your company offers to restaurants like theirs. It’s a recipe for your business’ success, and your chance to get in on the hot action!

## Food-Trade Sponsorship

- Our TV host will thank the sponsoring restaurant by name on-air
- “Special Thanks” of the restaurant name in the closing credits
- Two dedicated, promotional posts to CTV’s social media audience
- Sell your restaurant with two 8½”x11” signs near the food area
- A restaurant representative is invited to greet attendees
- Inclusion of a link and logo on digital promotional communications leading up to the event

## Silver Sponsors Get Their Fill of Branding Too

### IN-SHOW

- Valuable branding of your company name and logo in the “Brought to You By...” show open
- “Special Thanks” mention in the closing show credits

### PLUS!

- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Reach CTV’s social media audience with five featured posts

## Gold Sponsors Harness a Full Menu of Promotional Power

### IN-SHOW

- “Official Product/Service” recognition in the TV show
- Branding of your company name and logo in the “Brought to You By...” show open
- Company message integration within a televised segment in the show
- Be named & thanked for your sponsorship on-air by the show host
- Choose up to five discussion topics relating to the restaurant industry that appear during the program, each branded with your company logo
- “Special Thanks” mention in the closing show credits

### PLUS!

- Your company rep gets to announce the upcoming show during our annual promotional piece
- Personally greet guests at the door at the live show
- Distribute marketing materials to all attendees from a reserved booth at the show
- Tap CTV’s social media audience with five featured posts
- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Display your company signage at registration day



# Points of Light

## Gold Sponsors, Your Congregation Awaits

### IN-SHOW

- “Official Product/Service” recognition in the TV show
- Branding of your company name and logo in the “Brought to You By...” show open
- Be the focus of a televised interview feature about your company during the program
- Be named & thanked for your sponsorship on-air by the show host
- Receive branding of your company logo on five faith statistic graphics during the show
- “Special Thanks” mention in the closing show credits

### PLUS!

- Your company rep gets to announce the upcoming show during our annual promotional piece
- Personally greet guests at the door at the live show
- Distribute marketing materials to all attendees from a reserved booth at the show
- Tap CTV’s social media audience with five featured posts
- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Display your company signage at registration day

Rejoice, because the North Suburbs are very active faith communities. To help our local churches, missions and other faith-based groups spread their word, we produce a LIVE television show every year called “Points of Light.”

If worship organizations are potential customers or partners for your company, “Points of Light” is a show you don’t want to miss. 20-25 faith groups will attend the live production, and each brings 2 to 4 people to the event. That’s up to 100 influential touchpoints for your brand, who are very approachable while mingling and enjoying food & refreshments. The program will be visible to all of these congregations, varying in size from 100 people to 800 people strong. So, join us for a marketing opportunity that’s heaven-sent.

## Silver Sponsors Reach the Masses

### IN-SHOW

- Valuable branding of your company name and logo in the “Brought to You By...” show open
- “Special Thanks” mention in the closing show credits

### PLUS!

- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Reach CTV’s social media audience with five featured posts

## Food-Trade Sponsorship

- Our TV host will thank the sponsoring restaurant by name on-air
- “Special Thanks” of the restaurant name in the closing credits
- Two dedicated, promotional posts to CTV’s social media audience
- Sell your restaurant with two 8½”x11” signs near the food area
- A restaurant representative is invited to greet attendees
- Inclusion of a link and logo on digital promotional communications leading up to the event



# Service for a Better World

Volunteerism is alive and well in the North Suburbs. Countless individuals and organizations routinely donate their time and talents to make the community a better place. Join them with a sponsorship of “Service for a Better World,” an annual television program about the joys and necessities of altruism.

During the program, we’ll highlight the key projects that service groups like Rotary or Kiwanis are doing to help special causes. The support of generous companies like yours is essential in turning their missions and efforts into realities. “Service for a Better World” will change lives – and one of them will be your own.

## Food-Trade Sponsorship

- Our TV host will thank the sponsoring restaurant by name on-air
- “Special Thanks” of the restaurant name in the closing credits
- Two dedicated, promotional posts to CTV’s social media audience
- Sell your restaurant with two 8½”x11” signs near the food area
- A restaurant representative is invited to greet attendees
- Inclusion of a link and logo on digital promotional communications leading up to the event

## Silver Sponsors Help Humanity

### IN-SHOW

- Valuable branding of your company name and logo in the “Brought to You By...” show open
- “Special Thanks” mention in the closing show credits

### PLUS!

- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Reach CTV’s social media audience with five featured posts

## Gold Sponsors Make the World a Better Place

### IN-SHOW

- “Official Product/Service” recognition in the TV show
- Branding of your company name and logo in the “Brought to You By...” show open
- Be the focus of a televised interview feature about your company during the program
- Be named & thanked for your sponsorship on-air by the show host
- Receive branding of your company logo on five volunteerism statistic graphics during the show
- “Special Thanks” mention in the closing show credits

### PLUS!

- Your company rep gets to announce the upcoming show during our annual promotional piece
- Personally greet guests at the door for the live show
- Distribute marketing materials to all attendees from a reserved booth at the show
- Tap CTV’s social media audience with five featured posts
- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Display your company signage at registration day



“Show Us Your Nonprofit” is one of the North Suburbs’ most popular and highest-watched LIVE televised programs. It airs on cable to CTV’s 106,000+ viewers – plus it reaches more than 4,000 people via social media and our website.

The show has a waiting list of nonprofits who want to participate. We set the cap at 25 organizations who use “Show Us Your Nonprofit” to educate members of the community about their missions and inspire them to donate, volunteer and get involved. As a Gold or Silver sponsor, your company will be doing its part too as we strive to make the Twin Cities a shining example of generosity and good deeds.

# Show Us Your Nonprofit

## Gold Sponsors, Get the Recognition They Deserve

### IN-SHOW

- “Official Product/Service” recognition in the TV show
- Branding of your company name and logo in the “Brought to You By...” show open
- Be named & thanked for your sponsorship on-air by the show host
- “Special Thanks” mention in the closing show credits

### PLUS!

- Your company rep gets to announce the upcoming show during our annual promotional piece
- Personally greet guests at the door for the live show
- Distribute marketing materials to all attendees from a reserved booth at the show
- Tap CTV’s social media audience with five featured posts
- For your own promotional and social media use, we provide a copy of the final program in its entirety
- Display your company signage at registration day

## Silver Sponsors Help Nonprofits Help Others

### IN-SHOW

- Valuable branding of your company name and logo in the “Brought to You By...” show open
- “Special Thanks” mention in the closing show credits

### PLUS!

- For your own promotional and social media use, we provide a copy of the final program in its entirety AND an isolated section of the show featuring your company
- Reach CTV’s social media audience with five featured posts

## Food-Trade Sponsorship

- Our TV host will thank the sponsoring restaurant by name on-air
- “Special Thanks” of the restaurant name in the closing credits
- Two dedicated, promotional posts to CTV’s social media audience
- Sell your restaurant with two 8½”x11” signs near the food area
- A restaurant representative is invited to greet attendees
- Inclusion of a link and logo on digital promotional communications leading up to the event



# Parades

Everyone loves a parade, which is why we capture dramatic, exciting video of parades and festivals in the areas we serve. The communities include Arden Hills, Falcon Heights, Lauderdale, Little Canada, Mounds View, New Brighton, North Oaks, Roseville and Saint Anthony.

If you're a business operating in the North Suburbs, it will interest you to know that our parade coverage is our most-watched content. In fact, it **DOUBLES** the typical viewership of other programming! This makes sponsoring these family-friendly events a great opportunity for your brand to receive high visibility. We play our parade coverage regularly throughout the entire summer, to extend the promotional punch you'll get. So this year, strike up the band and promote your company on the parade route!

## Food-Trade Sponsorship

- Parade announcers will thank the sponsoring restaurant by name on-air
- "Special Thanks" of the restaurant name in the closing credits
- Two dedicated, promotional posts to CTV's social media audience
- Sell your restaurant with two 8½"x11" signs near the food area
- Inclusion of a link and logo on digital promotional communications leading up to the event

## Jib Shot Sponsors Become Big Shots

### IN-SHOW

- All dramatic jib-arm shots will include your logo and say "This shot sponsored by YOUR COMPANY NAME"
- Valuable branding of your company name and logo in the "Brought to You By..." show open
- "Special Thanks" mention in the closing show credits
- Reach CTV's social media audience with five featured posts
- For your own promotional and social media use, we provide a copy of the final program in its entirety

## Gold Sponsors Are the Hit of the Parade

### IN-SHOW

- "Official Product/Service" recognition in the TV show
- Branding of your company name and logo in the "Brought to You By..." show open
- Be the focus of a televised interview about your company's community involvement
- Be named & thanked for your sponsorship 3 times on-air by the parade announcers
- "Special Thanks" mention in the closing show credits

### PLUS!

- Your company rep gets to announce the upcoming parade during our annual promotional piece
- Tap CTV's social media audience with five featured posts
- For your own promotional and social media use, we provide a copy of the final program in its entirety

# Video Programming Sponsor

CTV is an entrepreneurial, nonprofit video production company that partners with local businesses to help fund video projects. We create community-focused digital media to educate and engage our citizens while showcasing powerful initiatives that make our community stronger.

A Video Programming Sponsorship helps raise awareness to the causes we support. In the process, your business benefits from vast exposure to our cable audience that's 106,000 strong. CTV's robust social media presence and growing web-based audience further extends your brand's voice. Every way you look at it, a sponsorship puts your marketing dollars to good use – for the good of everyone.



## What You Receive:

- Branding of your company name and logo in the "Brought to You By..." show opens
- "Special Thanks" mention in closing show credits
- For your own promotional and social media use, we provide copies of the final programs in their entirety
- Tap CTV's social media audience with five featured posts
- Receive data analytics reports related to social media impact, web traffic, and video views
- A percentage of your sponsorship price helps promote programs on social media



If affordable underwriting for your company appeals to you, please contact CTV North Suburbs at 651-792-7515 or email [info@ctvnorthsuburbs.org](mailto:info@ctvnorthsuburbs.org) for more information.

Let us help promote your business while you help your local communities.

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[www.ctvnorthsuburbs.org](http://www.ctvnorthsuburbs.org)

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