COMMUNITY ACCESS AWARDS: CELEBRATING EXCELLENCE

Hello Potential Sponsor,

This is Onyi Chuku,

Thank you for taking the time to learn more about the Community Access Awards, hosted by Prince George’s Community Television (CTV).

CTV is a non-profit cable access facility that serves as a hub of information for Prince George’s residents and also airs on Comcast Channel 76 and Verizon FIOS Channel 42. This year, CTV will be hosting the 16th Community Access (CA) Awards. We are excited about all the great work done throughout the year in the name of public access television and we wanted to show our appreciation for the dedicated producers and staff that make public access television a reality.

Additionally, the CA Awards has a commitment to giving back to the community through providing scholarships to students with an interest in media and mass communication. A portion of the funds made from ticket sales will fund academic scholarships, helping Washington Area students have an equal opportunity at their dream career. This event hopes to inspire enthusiasm towards the world of public access television and to bring together community news and public service.

The CA Awards is a special opportunity, so it's important to us to have an event that can honor the hard-working broadcasting teams while also giving the area youth the chance to excel in the media industry.

Onyi Chuku
Community Access Awards Chair
CTV Community Relations Director
The Community Access Magic (CAM) Awards was started with the idea of celebrating the hard work that goes into public access television. The event was well appreciated by the area's access producers, as it honored their work while not shying away from the needs of the community. The most recent CAM Awards, held in 2014, featured a guest speaker, intern awards, and a scholarship presentation to a student pursuing a career in broadcast journalism. Now, the event is hoping to come back with a mantra that resonates with the community more than before. Rebranded as the Community Access (CA) Awards, the goal is to bring an evening of honor to the access producers and staff that offer much to public access.

Furthermore, this year's event is maintaining its dedication to the Washington Metro Area, in particular Prince George's County residents. We are placing a focus on the opportunities available to students and youth that might be interested in a career in broadcasting. Thus, the CA Awards plans to promote academic excellence within our youth by awarding a scholarship to students pursuing a degree in Mass Communications.

The CA Awards recognizes distinguished individuals for their dedication to the field of community media. Nominees are considered by the Community Access Award Committee and approved by the Board of Directors.

Our scholarship award presentation honors a deserving student in the field of media and mass communication that meets the qualifications. In particular, the Chris Basileo Scholarship was established in memory of former CTV employee, Christopher Basileo. The scholarship was established to offer assistance to those individuals pursuing a degree in broadcast journalism.
BENEFITS OF SPONSORSHIP

With this years' Community Access (CA) Awards, we are leveraging community and business opportunities through sponsorship. Partnering with Prince George’s County departments, agencies, local businesses and residents can help to offset costs and raise brand awareness for CTV. Becoming a sponsor of the CA Awards comes with several benefits:

- Have access to a television network (Comcast 76, Verizon 42) with a reach of over 167,000 people
- An opportunity to increase your company brand’s viewership through logo promotion and advertisements
- Demonstrate company's commitment to the Prince George's County and Metro-area communities

A UNIQUE OPPORTUNITY

The CA Awards hopes to increase its support of Prince George’s County youth that want to pursue a career in broadcasting by increasing the amount of academic scholarships awarded. The goal is to give scholarships to 4 exceptional scholars from the Washington Metro Area.

The CA Awards scholarships will be coveted by a number of students, those of whom would possibly not progress with their academic endeavors otherwise. In supporting the CA Awards and the academic scholarship program, you are helping:

- Helping offset the financial costs of college
- Helping to promote the value of higher education
- Helping to develop new industry leaders in the fields of broadcast journalism, production, and communications
TARGET AUDIENCE

Our target audience falls into two categories: those that work in television in the Washington Metro Area, and those that work in governments (i.e. The County Executive's Office). As the majority of the people in those categories are within a certain age range, the target audience are 30-60 years old, educated and working adults with a disposable income.

The Metro Area has many opportunities to work with the public in a non-profit way. In working for both the local government and public access television, the employees show a dedication to the area. This line of work also requires the optimistic thinking in that hard work can result in improvement. Hence, the target audience has a level of respect for the Metro area and wants it, and its citizens, to prosper as much as possible.

TELEVISION STATISTICS (2016-19)
(Households with television)
Metro Region: 2,482,480
Prince George’s County: 299,660
Montgomery County: 358,800

Comcast Household Reach: ~88,000
Verizon Household Reach: ~437,400

POPULATION STATISTICS (2019)
Washington Metro Area: 6,216,710
Prince George’s County: 909,308
Montgomery County: 1,052,567

Diversity and education are things that are important to the Washington Metro Area. People from 170 countries call the area home. Additionally, education is important to the region; the Washington Metro Area is the most educated metropolis in the United States.
MARKETING PLAN

• MEDIA PARTNERS
  Partnering with CTV News and other local affiliates to promote the event to their respective audiences through planned marketing. Tactics of promotion include: email blasts, on-air television promotion, online ads, promotional videos, social media publicity.

• ONLINE ADS
  Targeted Facebook/Instagram, CTV website, and other online ads.

• EMAIL BLASTS
  Sending out email blasts, by utilizing CTV's media influence, to targeted groups in order to raise awareness and promote ticket sales for the event.

• COMMUNITY BULLETIN BOARD
  Using CTV's digital signage system, which keeps the community up to date on event listings, there will be a 30-day promotion of the event on platform for non-profit organizations only.

• PUBLIC RELATIONS
  Promotion of the event through on-air, print and electronic media. The press release and media alert will go out to several targeted media organizations.
CA AWARDS ON THE WEB

PGCTV.ORG is a professionally designed website promoting the CA Awards. Your brand will be prominently featured on the site which, most importantly, has a lot of traffic.

KEY WEBSITE STATS

- Average monthly site traffic: 1,500 sessions
- Average monthly site traffic after major event: 1,800 sessions
- Average daily site traffic: 40 visitors
- Peak monthly site traffic: 2,400 sessions
- Peak daily site traffic: 190 visitors
October 17, 2019
Newton White Mansion
6:30-9:30 PM

On Thursday, October 17, 2019, CTV will host the 16th Community Access Awards, otherwise known as the CA Awards.

The CA Awards will highlight the outstanding work of public access producers and staff to an audience of approximately 150 guests. In addition to enjoying the excellence of Prince George’s County public access television, guests will experience fine dining and a captive atmosphere that is unique to such an evening of celebration and camaraderie.

GENERAL ADMISSION
Tickets are $50 per person and include:
- Reserved seating for 1
- Full-course meal
- Souvenir booklets

SPONSORSHIP ADMISSION
For a sponsor group, tickets are complimentary with a sponsorship, which includes:
- Exclusive seating between 2-10
- Full-course meal
- Souvenir booklets
- Select promotional items
- Specialized recognition
SPONSORSHIP INFORMATION

SPONSORSHIP LEVELS

ALL SPONSORSHIPS ARE TAX DEDUCTABLE

PREMIERE SPONSOR: $5,000 (EXCLUSIVE)
The most honored sponsorship level, this sponsorship is for those that have a deep love of the community and public access works. Sponsorship includes:

- Company logo on all marketing materials
- Company logo at high traffic points
- Company logo around perimeter of event
- One (1) VIP table for 10 with signage
- Company logo on CTV website
- Company logo/ad on CTV Bulletin Board
- Company logo on CTV social media platform
- In-person television segment feature
- Broadcast company on CTV Comcast 76/Verizon 42
- 60 sec. promo video highlighting company

COMMUNITY TV SPONSOR: $2,500
An honorable sponsorship level, this sponsorship is for those that want to get deeply involved with the community and ensure that the work of community access television can keep going. Sponsorship includes:

- One (1) VIP table for 10 with signage
- Logo on all marketing material
- Company logo on website/slide present
- Company ad on CTV Bulletin Board
- Company logo on CTV social media platform
- 10 Souvenir booklets
- Branded products
- Full-page color ad in souvenir booklet
PUBLIC ACCESS SPONSOR: $1,000
A distinguished sponsorship level, this sponsorship is for those that both know the future of our community lies in the next generation and have a love for Prince George's County-based productions. Sponsorship includes:
- Full-page color ad in souvenir booklet
- Company logo in slide presentation
- Table signage
- Exclusive seating for five (5)
- Company logo on web & social media
- Company logo on select promo items

CTV SCHOLARSHIP SPONSOR: $500
An esteemed sponsorship level, this sponsorship is for those that want to have a direct impact on the Prince George’s County young scholars. This sponsorship directly feeds into a scholarship fund that will be awarded to four students. Sponsorship includes:
- Reserved seating for two (2)
- Company logo on select promotional items
- Half-page ad in souvenir booklet
- Company logo on CTV website
- Company logo on CTV social media platform

PATRON: $50 ONE OPEN SEAT

SPONSORSHIPS MUST BE RESERVED AND PAID FOR BY SEPT. 23, 2019
INDIVIDUAL TICKET SALES WILL OPEN TO PUBLIC ON AUG. 26, 2019

RESERVE A SPONSORSHIP

FOR MORE INFORMATION VISIT WWW.PGCTV.ORG OR EMAIL CAA@PGCTV.ORG
IN CLOSING

Thank you for taking the opportunity to learn more about a potential sponsorship. We hope this proposal has given you some insight as to how the Community Access Awards can provide value to you and we look forward to partnering with you on a very successful event.

Onyinyechi (Onyi) Chuku
Community Access Awards Chair
CTV Community Relations Director

301-772-0900 ext 222
caa@pgctv.org
SPONSORSHIP APPLICATION
SPONSORSHIPS SHOULD BE RESERVED AND PAID FOR BY SEPT. 23RD

Company/Organization Name: ___________________________________________________________
Primary Contact Person: ________________________________________________________________
Mailing Address: ________________________________________________________________
Phone: __________________________________________________________________________
Email: __________________________________________________________________________
Desired Sponsorship Level: __________________________________________________________

SPONSORSHIP LEVEL
All sponsorships and donations are tax deductible

Please make checks out to "PGCTV"
PREMIERE SPONSORSHIP: $5,000
COMMUNITY TV SPONSORSHIP: $2,500
PUBLIC ACCESS SPONSORSHIP: $1,000
CTV SCHOLARSHIP SPONSORSHIP: $500
DONATION: ___________________________________________________________

Persons attending from company:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

PLEASE RETURN THIS FORM BY SEPT. 23 TO CAA@PGCTV.ORG
For more information, please visit PGCTV.ORG