



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 -

Segment Sponsorship - \$500 (ID: 946558)

Boost your brand's presence with our Brand Visibility Sponsorship! This level of sponsorship provides an excellent opportunity to elevate your company's profile on a local news network, making it an affordable and impactful way to market your business. Your company logo will be prominently displayed at the end of a news segment, ensuring high visibility, and we will give a vocal shout out to your company name and a brief message, highlighting your brand to our engaged audience.

Choosing this sponsorship means opting for affordable marketing that reaches a broad local audience without breaking the bank. By appearing on a trusted local news network, your brand will gain credibility and recognition, significantly boosting brand visibility and audience engagement. Take advantage of this unique opportunity to connect with the community and increase your brand's visibility through our trusted news platform!

Segment Giveaway Sponsorship - (\$200 + Giveaway \$25-\$500 face value) (ID: 946559)

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 \$500) 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) (ID: 946560)

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 it's 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. Individual segment sponsorship is \$500/per segment. (ID: 946558)

-----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?"

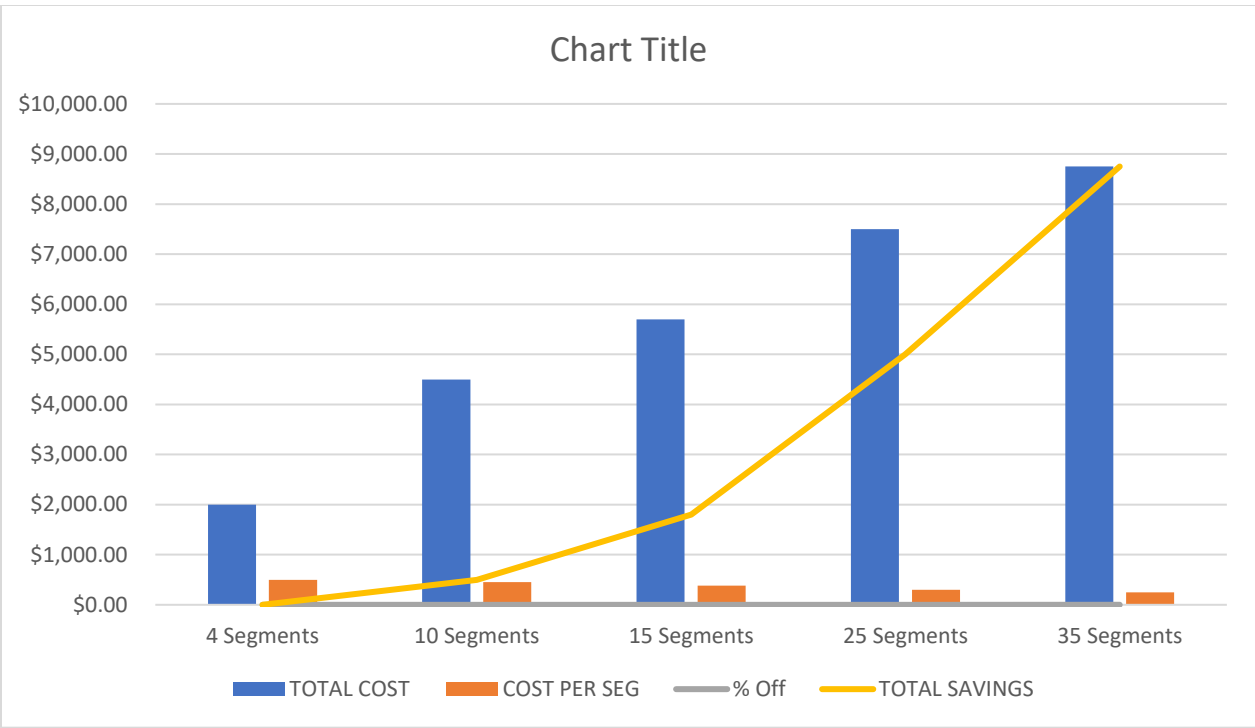
BREAKAWAY TRANSITION showing sponsor and breakaway segment name

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 (946561)	\$2,000.00	\$500.00	Base	\$0.00
10 Segments (946562)	\$4,500.00	\$450.00	10%	\$500.00
15 Segments (946563)	\$5,700.00	\$380.00	24%	\$1,800.00
25 Segments (946564)	\$7,500.00	\$300.00	40%	\$5,000.00
35 Segments (946565)	\$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)
- Hit The Town 'w/ Nikkie Brown' (Small business and local exploration)

EVENTS & PERSONAL ANNOUNCEMENT ADS PRICING:

Advertisement Fees:

- Obituary's: \$49.00 (946572)

Personal Media Announcements:

- Website Post: \$100.00 (946581)
- Newsletter: \$80.00 (946582)
- Radio/Podcast Audio Shoutout: \$200 (946583)
- Image Announcement (Social Media):
 - Instagram: Post - \$400 (9465841), Story (24hr) - \$200 (9465842)
 - Facebook: Post - \$300 (9465851), Story (24hr) - \$150 (9465852)
 - Snapchat: Story (24hr) - \$80 (946586)
 - During News Video Segment: \$300 (946587)
- Scrolling Text Announcement:
 - Website: One Week - \$200 (946591), Two Weeks - \$300 (946592), One Month - \$400 (946593)
 - During News Video Segment: \$200 (946594)
- Video Ad/Announcement (Social Media):
 - Instagram: Reel - \$500 (946781), Story (24hr) - \$250 (946782)
 - TikTok: Post - \$400 (946783), Story (24hr) - \$100 (946784)
 - Facebook: Post - \$450 (946785), Reel - \$400 (946786), Story (24hr) - \$200 (946787)
 - Snapchat: Story (24hr) - \$100 (946788)
 - During News Video Segment: \$500 (946789)

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 (946411), 2 Weeks - \$500 (946412), 3 Weeks - \$700 (946413), 1 Month - \$850 (946414)
 - 3 Months - \$2,000 (946415), 6 Months - \$3,000 (946416), 1 Year - \$4,500 (946417)
 - Newsfeed:

- 1 Week - \$200 (946418), 2 Weeks - \$325 (946419), 3 Weeks - \$400 (946420), 1 Month - \$500 (946421)
- 3 Months - \$1,150 (946422), 6 Months - \$1,750 (946423), 1 Year - \$2,500 (946424)
- Individual Story/Article Pages:
 - 1 Week - \$350 (946425), 2 Weeks - \$500 (946426), 3 Weeks - \$700 (946427), 1 Month - \$850 (946428)
 - 3 Months - \$2,000 (946429), 6 Months - \$3,000 (946430), 1 Year - \$4,500 (946431)
- Newsletter:
 - 1 Week - \$200 (946432), 2 Weeks - \$325 (946433), 3 Weeks - \$400 (946434), 1 Month - \$500 (946435)
 - 3 Months - \$1,150 (946436), 6 Months - \$1,750 (946437), 1 Year - \$2,500 (946438)
- Radio/Podcast Audio Shoutout: \$200 (946583)
- Image Announcement (Social Media):
 - Instagram: Post - \$400 (9465841), Story (24hr) - \$200 (9465842)
 - TikTok: Post - \$300 (946498), Story (24hr) - \$100 (946499)
 - Facebook: Post - \$300 (9465851), Story (24hr) - \$150 (9465852)
 - Snapchat: Story (24hr) - \$80 (946586)
 - During News Video Segment: \$300 (946587)
- Scrolling Text Announcement:
 - Website: One Week - \$200 (946591), Two Weeks - \$300 (946592), One Month - \$400 (946593)
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- Video Shout Out (Social Media):
 - Instagram: Reel - \$250 (946781), Story (24hr) - \$150 (946782)
 - TikTok: Post - \$400 (946783), Story (24hr) - \$100 (946784)
 - Facebook: Post - \$450 (946785), Reel - \$400 (946786), Story (24hr) - \$200 (946787)
 - Snapchat: Story (24hr) - \$100 (946788)
 - During News Video Segment: \$500 (946789)
- 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.

Presenting Sponsorships

The Presenting Sponsorship level is Cleveland 13 News' premier and most exclusive sponsorship option, offering unparalleled branding opportunities for one year, with the possibility of extending the term upon agreement. As a Presenting Sponsor, your brand will be prominently integrated into the title of a chosen show or segment, such as "Gas Tank Getaways, Presented By Dollar Bank," ensuring constant exposure. This sponsorship includes your logo on our Sponsors page, revolving ads on our homepage, custom ads on individual segment news story pages, and frequent social media shout-outs with @TAG mentions. This sponsorship level provides the highest return on investment due to its extensive and continuous visibility. Rates for the Presenting Sponsorship vary depending on the specific segment or show, and we invite interested parties to contact us individually to determine the exact cost.

Annual Gala Sponsorship

WCTU Cleveland 13 hosts an annual **Black-Tie Gala**, a prestigious event that combines fundraising with networking. Attendees include local business owners, artists, event coordinators, and corporate executives from Cleveland-based organizations and companies.

Guests enjoy a three-course plated meal, live entertainment, and a silent auction featuring high-value gift baskets and items from local businesses, artists, and organizations. The Gala provides a unique opportunity for sponsors to connect with the Cleveland community and gain exposure to influential local leaders.

Sponsorships are available in the form of both **in-kind contributions** for the silent auction and **monetary sponsorships**. Sponsorships at higher tiers come with exclusive perks and additional tickets for the event.

Sponsorship Levels & Perks

Bronze Sponsorship

Contribution: \$500 or in-kind item valued at \$750

Perks Include:

- Listed as a **Cleveland 13** sponsor on the **Sponsors & Supporters** page of our website.
- Listed as a **Bronze Sponsor** in all Gala marketing materials.
- **Logo featured** on the **Gala Photo Wall**.
- **2 complimentary tickets** to attend the Gala.

Silver Sponsorship

Contribution: \$1,000 or in-kind item valued at \$1,500

Perks Include:

- All benefits of **Bronze Sponsorship**, plus:
- **4 complimentary tickets** to the Gala.

- **Silver Sponsor listing** in Gala video segment.
 - **VIP seating** at the event.
 - **1-week revolving ad placement** on the **Cleveland 13** website.
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Gold Sponsorship

Contribution: \$2,500 or in-kind item valued at \$3,000

Perks Include:

- All benefits of **Silver Sponsorship**, plus:
 - **6 complimentary tickets** to the Gala.
 - **On-stage recognition** during the event.
 - **Gold Sponsor feature** on all social media platforms leading up to the event.
 - **Exclusive VIP access** to a pre-event cocktail party with local executives and business leaders.
 - **Custom-branded table** at the Gala.
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Presenting Sponsorship (Custom Pricing)

This level of sponsorship offers **exclusive branding opportunities** and **premium exposure**. Presenting sponsors receive **maximum visibility** and unique benefits tailored to their needs, including:

- **Premium logo placement** in all event materials, including video segments.
- **10 complimentary tickets** and a **VIP table**.
- **Personalized video feature** during the event, highlighting your brand's community involvement.
- **Exclusive recognition** on Cleveland 13 News leading up to the Gala.
- **Extended 2-week ad placement** on the Cleveland 13 website.

Contact us for custom packages and to discuss presenting sponsor opportunities.

In-Kind Contributions for Silent Auction

Silent auction items are a crucial part of the Gala fundraising efforts. **In-kind contributions** valued at **\$250 or more** are accepted and recognized at the following levels:

- **Contributions of \$250-\$499:** Listed as a sponsor on the **Sponsors & Supporters** page and in Gala marketing materials. Complimentary tickets are not included but may be purchased at a discounted rate.
 - **Contributions of \$500 and above:** Listed as a sponsor and provided **2 complimentary tickets** to attend the event. Complimentary tickets will be mailed to sponsors upon acceptance of their contribution and approval of sponsorship.
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Event Details

Each spring, submissions for sponsorships of the **Annual Black-Tie Gala** open online. Tickets for both sponsors and non-sponsor guests will be available for purchase at that time. Sponsors eligible for **complimentary tickets** will receive them following the acceptance of their in-kind contribution and approval of their sponsorship level.

Gala Sponsorship Perks at a Glance:

- **Website recognition** on Cleveland 13's Sponsors & Supporters page.
- **Brand visibility** in marketing materials and event videos.
- **Exclusive networking opportunities** at the Gala.
- **Ad placement** and social media mentions.
- **VIP access** and recognition for higher-tier sponsors.