



**Nothing starts the new year off on the right channel better than an opportunity to support your favorite local public television station, KIXE PBS!**

Since 1964, KIXE PBS has provided quality educational programming right here in the North State. Our mission is to educate, enlighten, and entertain and we do just that with our annual Holiday Auction. Consider a sponsor level for our upcoming annual primetime event airing on all three KIXE PBS channels – November 3<sup>rd</sup>-6<sup>th</sup> & 10<sup>th</sup>-13<sup>th</sup> from 7:00 to 10:30pm.

Because you choose to invest in us, we also want to invest in you. KIXE creates a one-of-a-kind televised auction that promotes you and your business. Your sponsorship helps with much needed funding to continue our mission here at the station. This is a win-win! Check out these great sponsorship opportunities:

**Presenting Sponsor** **\$10,000 (1 available)**

- Exclusive presenting sponsorship of the 2021 Holiday Auction
- 30 second promo spot airing 30 days leading up to and through the end of the auction (30 times across our three channels KIXE 9.1, Create 9.2, & World/FNX 9.3)
- Multiple 15 second on air mentions by the on-air presenter during the platinum category items
- Logo recognition in all advertisements and press announcements 30 days prior to the auction. Logo recognition includes the auction website and during the run of the auction
- Facebook/Instagram Live (scheduled with the business) and thank you posts on Facebook/Instagram 30 days prior to the event (logo included)
- Receive a complimentary \$1,500 underwriting package to further promote your goods and services

**OR**

**Presenting Sponsor** **\$5,000 (2 available)**

- Co-presenting sponsorship of the 2021 Holiday Auction
- Shared 30 second promo spot airing 30 days leading up to and through the end of the auction (30 times across our three channels KIXE 9.1, Create 9.2, & World/FNX 9.3)
- Multiple 15 second on air mentions by the on-air presenter during the platinum category items
- Logo recognition in all advertisements and press announcements 30 days prior to the auction. Logo recognition includes the auction website and during the run of the auction
- Facebook/Instagram Live (scheduled with the business) and thank you posts on Facebook/Instagram 30 days prior to the event (logo included)

**Nightly Sponsor** **\$1,000 (8 available)**

- Kick off the auction on your designated sponsor night with an on-air 15 second spot, including images
- Logo recognition in all advertisements and press announcements 30 days prior to the auction. Logo recognition includes the auction website and during the run of the auction
- Multiple 5 second on air mentions by presenters as all categories (except platinum) are showcased
- Thank you posts on Facebook/Instagram 30 days prior to event (logo included)
- 15 second promo thanking all nightly sponsors shown every night during the auction

Here's the good stuff: during the month prior and through the live auction, your sponsorship will be seen throughout the ten northeastern counties in the state, reaching **500,000** viewers in over **185,000** households. That's not all either. We've got you covered on major social media platforms, radio, and print too! Icing on the gingerbread cookies? KIXE PBS is commercial-free! This means your company's name will stand out giving you the leg up during a very busy holiday season.

We look forward to you joining us and becoming a part of the magical things we do here at KIXE PBS. We couldn't do it without you!

Cheers,  
The KIXE Auction Team