



Greetings!

Here at KIXE PBS, we say foresight is 2021 which is why we are getting a jumpstart on our Holiday Auction and can't wait for you to be a part of it!

KIXE PBS has been providing quality programming for more than 55 years in the North State as a long running PBS station. Our mission is to educate, enlighten, and entertain, and we will do just that with the annual 2021 Holiday Auction. Let your business take center stage during our televised/online auction as viewers bid on items, jockeying for some really stellar prizes, while learning about what is so special, unique, and rad about your business.

By donating an item or gift certificate to our incredible event, your donation and business will be featured "on air" during the auction which airs on primetime TV November 3<sup>rd</sup>-6<sup>th</sup> & 10<sup>th</sup>-13<sup>th</sup>, 2021. The Holiday Auction broadcasts on all three of our channels, hitting the ten northeastern counties, reaching over 500,000 viewers, and 185,000 television households! Extra credit?! The auction will also stream in real time on the bidding website making the viewing possibilities unlimited! #WINNING!

It's all in the details. Because you choose to invest in our community and mission, we also want to invest in you. We want a partnership that creates an experience that will be beneficial to your business and meet your needs. Here's the awesome perks that our Holiday Auction provides:

**Platinum Donation \$800+**

- Item & business featured with extended information during the auction
- Photo/video/logo representation during the auction
- Viewability on auction website for six weeks
- Facebook/Instagram Live (scheduled with the business) and thank you posts on Facebook/Instagram 30 days prior to the event
- Featured one month prior in a 15 second combined promo 30 times across our three channels (KIXE 9.1, Create 9.2, & World/FNX 9.3)
- **PLATINUM PLUS – If the value of the donated item is \$1200 or more, we will upgrade your televised spot to an exclusive 30 second promo**

**Gold Donation \$500-\$799**

- Item & business featured with extended information during the auction
- Photo/video/logo representation during the auction
- Viewability on auction website for six weeks
- Facebook/Instagram Live (scheduled with the business) and thank you posts on Facebook/Instagram 30 days prior to the event

**Silver Donation \$100-\$499**

- Item & business featured with extended information during the auction
- Viewability on auction website for six weeks

**Bronze Donation \$1-\$99**

- Item & business featured during the auction
- Viewability on auction website for six weeks

All funds raised go directly to our quality programming and you're supporting a tried and true 501 (c) (3) nonprofit organization. Write off that donation using our Federal Tax ID # 94-1569300. Everyone wins!

Let's talk fine print. Business information, photos, videos, etc. are needed by **AUGUST 1, 2021**. Need a little time to marinate? No worries! We will be a super fun squeaky wheel and happily circle back.

We are so pumped at the prospect of highlighting your business and the possibility of working with you. Thank you for considering a partnership with KIXE PBS and please reach out to us if you need anything. (We love chatting over coffee and snacks, both virtually and in person!)

Best,

Tara Faires, Bethany Rau, & Michelle Escobar  
Auction and Events Team

**NORTHERN CALIFORNIA EDUCATIONAL TELEVISION ASSOCIATION**

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