



Sponsoring Hometown TV & Events

2022-23 Opportunities



Home Town Events Sponsorship

Place your Logo on our Mobile Broadcast Studio Truck and show the whole community how you support community coverage. We will take you everywhere we go in Sacramento County! Sporting events, Arts & Cultural events, and Government Meetings & Conferences. Your support will be seen for miles & miles of driving to & from events. You will also be thanked On-Air, Web, and Social Media for all the events we record!

Decal	Panel or Door	Large Area
Your Logo	Your Sponsor Ad	Your Large Presence
One Year	One Year	One Year
\$5,000	\$7,500	\$10,000



Television Show Sponsorship



Number of TV Show Sponsors Placed Per Level

Live ON-AIR & VOD Sponsor Placement: Cable TV, Roku, Apple TV, Amazon Fire TV, & AccessSac

Social Media Posting



AccessLocal.TV & AccessSacramento.org

		WHOLE SEASON	COMMUNITY PARTNER
	HALF SEASON		PSA VIDEO
		Bulletin Boards	Bulletin Boards
	4 Sponsors Placed (5 Episodes)	2 Sponsors Placed (10 Episodes)	Exclusive Sponsor Placed (Up to 13 episodes)
	Live On Live Shows, 5 scheduled replays (30 TV Plays) Legacy in VOD	Live On Live Shows, 5 scheduled replays (60 TV Plays) Legacy in VOD	Live On Live Shows, 5 scheduled replays (Over 60 TV Plays) Legacy in VOD
	15 Posts	30 Posts Digital Ad Opportunity	Over 30 Posts Digital Ads Additional Exclusive Branding across channels
	Your 1.5" Display Ad	Your 2.5" Display	Your 3.5" Display
	\$2,500	\$5.000	\$10,000

Viewership: Shows average between 2,000 & 4,000 viewers on first day through the 3 distribution channels: Local cable channel 17 TV, & Access Sac internet streams.

ON-AIR Recognition of your brand supporting the show :15 :30 Second Sponsor recognition spots including logos and messaging

The evergreen power of the rerun: shows are popularly re-watched both on the AccessSacramento.org VOD library. *An investment that keeps giving.*

Pre-show Pull: Our pre-show social media drives viewers to your display ad and website link.

Home Town Events Sample Opportunity

BACK TO THE BLVD

2nd ANNUAL SHOW, SHINE, & CRUISE

- 20+ Food Vendors, variety of sabores and dishes
- Several local craft beer and traditional Mexican beer
- Live Music, Banda, and Art events
- Kid Zone with face paint, jump houses and more
- Center Ring Boxing Sparring Event
- Baile Folklorico
- Local Radio Station booths providing raffles
- Trophy awards to participating classic cars

Access Sacramento Records & Broadcasts the event presented by YOU!

- Recording entire parade of vehicles
- Dance performances
- Interviews
- Event Tent for your brand
- Your Logo on our truck prominently placed at the event
- Your Logo and recognition on TV, Radio, & Web
- Your brand recognized in all replays and VOD



2019 Event had over 5,000 Spectators
400 Classic Cars, 20 Food Vendors and
20 sponsors offering 10+ Activities for Families

Fund Our Mission

When you sponsor Access Sacramento and KUBU Radio,

- You create pathways for local community members to learn, create, share, and be recognized.
- You help create a community around local story-telling.
- You uphold diversity, inclusion, and equity in media.
- You give opportunities to local creators to hone their skills and demonstrate excellence.
- You support the local creative economy.
- You create a pipeline from pre-professional to employed at commercial stations for our Youth.
- You hold open an equitable space for Free Speech.
- You make employment in Film, TV, & Radio accessible those who have not attended college.
- You help weave the fabric of stories and representation of Sacramento County.

Thank you for becoming a Sponsor or Underwriter today.



Previous Event Sponsors



Christina Marie Jeffers
Marketing & Sales

CMJeffers@AccessSacramento.org

916-919-5965