

Why Be a Sponsor?

Partnering with The Midnight Gourmet Television Show and American Public Television offers numerous advantages over more traditional media efforts. We believe we have created an opportunity that is unrivaled based on the following:

- The demographics align well with numerous organizations as evidenced by the ongoing support that many prominent companies have demonstrated on both a local and national basis for the PBS network and its member stations.
- The value of our offering provides the sponsor exposure to over 100 million homes many times weekly (multiple airings on multiple digital channels in each market) for thirteen unique episodes plus a full rerun season for mere pennies on the dollar.
- There are direct tax advantages as the money goes straight to a PBS affiliate and is considered a deductible charitable contribution.
- Viewership recognizes your brand in association with the support of public and educational programming - creating loyalty, goodwill and corporate citizenship.
- You receive visible support of a diversity based endeavor.
- Each partner receives two sponsorship advertisements during each program and credits at the end of each show.
- Additional exposure will be provided on our web entertainment site as well as branding on each of the PBS affiliate's sites with direct linking to the sponsor's home web site.
- Potential product offerings in the e-commerce portion of www.themidnightgourmet.com.
- Additional exposure for each sale of the series on dvd.
- Participation in marketing opportunities, area and national events, printed materials and public/media appearances to promote the show.
- Product inclusion for cooking and consumption in various episodes of the thirteen week series.
- Possible on-site segment filmed at the sponsor's facility creating further awareness of your brand, as long as public television's standards and practices were adhered to.

We are simply asking that each of the four selected sponsors contribute a minimal amount in order to cover overhead and production costs for the thirteen week series. If we are in roughly fifty markets, it ends up being less than ten tax deductible dollars per commercial and a rather prudent media buy!

