



**Support local public access television in your
community with a
*WPMC Community Underwriting Sponsorship!***

Reasons to become a WPMC sponsor:

- ✓ **WPMC reaches some 11,000 cable subscribers in Woburn!**
- ✓ **WPMC is a community-based, 501(c)3 nonprofit organization!**
- ✓ **WPMC provides the only all-Woburn cable television coverage!**
- ✓ **WPMC offers members training and resources on professional television equipment!**
- ✓ **WPMC memberships are kept at a minimal cost so that all residents may take advantage of our wonderful training opportunities and state-of-the-art equipment!**
- ✓ **WPMC offers non-profit organizations or groups to get their messages out to the community by use of our message board!**
- ✓ **Your sponsorship may be tax-deductible!**

WPMC Community Bulletin Board Underwriting Sponsorships

Underwriting Sponsorship packages available:

- **First-time sponsor:**
3 months for \$250

- **Monthly sponsorship:**
\$100 per month

- **1-year sponsorship:**
12 months for \$1,200*
*(*Pay in advance & pay only \$1,000)*

Please check the underwriting sponsorship that best suits your company's needs.

List your company's name, address, phone & fax numbers, and email address on the next page.

Company Name: _____

Company Address: _____

Company Phone: _____ - _____ - _____ *ext.* _____

Company Fax: _____ - _____ - _____

Email Address: _____

Contact Person: _____

Your sponsorship helps in several ways:

- ✓ **Your support helps fund training and classes.**
- ✓ **Your support helps to maintain our facility and equipment as well as the resources we offer to the local community.**
- ✓ **Your support helps to provide supplies for production and training.**
- ✓ **Your support helps us to keep membership costs low and affordable for residents!**

We greatly appreciate your support!!

Thank you for taking the time to speak with me about the WPMC Underwriting Sponsorships. What exactly is it? It's an opportunity for a business such as yours to directly reach out to potential clients in Woburn using Woburn's own local access television channels. Using the WPMC computer generated Community Bulletin Board (CBB), your company will be listed using exciting moving text, animated transitions, and vivid pictures that let local viewers know of your services and products.

Your CBB "Video Classified" message will be part of a rotating list of pages that will appear for 22 seconds approximately every 30 minutes on the four WPMC local access channels. The Community Bulletin Board is displayed on all four channels during schedule programming breaks and when no local television programs are being broadcast. That means your message will be seen by the Woburn audience about 120 times daily! At 22 seconds per message, **that is a total of almost 40 minutes your message is seen each day**. WPMC is seen in every Woburn residence with cable which is currently approximately 11,000 subscribers. That number represents a higher saturation rate than either of Woburn's local newspapers.

How much does this cost? It is just a low fee of \$100 per month. That is far less than a single newspaper ad in a daily paper. The strength of this type of message is in the repetitive nature of the CBB. Also, with 3 months paid in advance, you will receive an additional ½ month of Video Classifieds free! And with a year paid in advance, you will receive two additional months of Video Classifieds for free!

WPMC is a 501(c)3 non-profit organization. Your "Video Classified" posting is actually a corporate underwriting sponsorship. Your support will make it possible for WPMC to expand our school programs, to offer summer opportunities to local youth, and a myriad of other community projects.

Thank you in advance for your kind consideration. Please let me know if I may answer any questions.

Sincerely,

Brian Ouellette
Executive Director, Woburn Public Media Center

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