



HOMTV
Haslett • Okemos • Meridian



2018

HOMTV Program Sponsorship Opportunities

“Your Source for Community News”



Become A HOMTV Sponsor

“Your Source for Community News”

From the Desk of the Executive Producer

“Creating television is an art as much as it is a learned craft. Every year HOMTV produces and televises hundreds of original programs on our channel. When you choose to become a sponsor, you are helping inform residents of Meridian Township about community events and news that matter most to them. For over 35 years, we have captured the corners of our Township that we may not have otherwise been seen. We look forward to your continued support and new ventures!”

For any and all sponsorships and donations, your business or organization will receive specific benefits including; recognition on our website, channel and throughout our network of over 31,000 residents, 24,700 website visitors and 1,500+ social media followers, a “Honorary HOMie” gift and more.

For more information on how you can become a sponsor contact homtv@meridian.mi.us or 517.853.4370.



Brandie Yates,
HOMTV Executive Producer
& Internship Coordinator

HOMTV is Meridian Township’s award-winning Government Access Television station located in Okemos, Michigan. HOMTV has been providing exclusive gavel-to-gavel coverage of Meridian Township’s official meetings since 1980 as well as producing original programs and community news since 1984. HOMTV is “Your Source for Community News” and available to 31,000 households in the communities of Haslett, Okemos and East Lansing. HOMTV produces a daily newscast, Meridian News Now; live Township Meeting coverage, Meridian Live; Coffee Break, All Access, Senior Living and more.

HOMTV has received over 260 national and regional awards for production excellence. Programs are mobile friendly and streamed LIVE and also available on-demand on the website, www.homtv.net. HOMTV is one of three Michigan PEG (Public, Education, Government Access Television) Channels providing closed captioning services for on-demand Township meeting coverage and the only one offering these services for all government meetings being televised.

HOMTV has an experienced staff and a fully equipped studio to provide high-end services, not only to internal departments and entities, but also for the community, businesses and residents. The services may include marketing in digital and print formats, social media promotions, video production and/or program creation.



SPONSORSHIP BENEFITS

“Your Source for Community News”

ACHIEVE YOUR PROMOTIONAL GOALS with a HOMTV Sponsorship



A large audience and opportunities for on-air and online impressions

- Available to 31,000 households in the communities of Haslett, Okemos and East Lansing and has 24,700 total visits year-to-date to www.homtv.net
- 7,500 total visits year-to-date to the website from social media platforms.
- Sponsored content cross-promoted on multiple programs providing increased frequencies and exposure for your message.
- Each year HOMTV televises approximately 90 official Meridian Township government meetings, over 600 programs and more than 1,000 stories and PSA's.

Experienced staff and fully equipped studio and control room for high-end services

- HD cameras, state-of-the art motion graphics system, LED lights, Chroma Key technology and cutting edge post-production capabilities.
- HOMTV has more than 100 years combined experience in the television production, communications and marketing industry.



WITH SO MANY BENEFITS...

Collaborating with HOMTV is a great way for your business and organization to reach the community!

Contact us to learn more about how to customize a marketing package for your brand!



PROGRAMMING

“Your Source for Community News”

ALL ACCESS SPORTS



Segments:
Player of the Week
Featured Athlete/Team
Athlete/Coach Interview

Frequency:
Bi-Monthly

Replay Times:
34 x pr. 2 wk. period

Area high school sports highlights, along with features and in-depth interviews with coaches and players with an emphasis on the sports that don't get covered on other stations. MSU sports are also showcased on the show.

COFFEE BREAK



Segments:
N/A

Frequency:
Bi-Monthly

Replay Times:
26 x pr. 2 wk. period

A talk show program used to highlight business leaders, local politicians, volunteers and nonprofit organizations in the community.

COMMUNITY CONNECTION



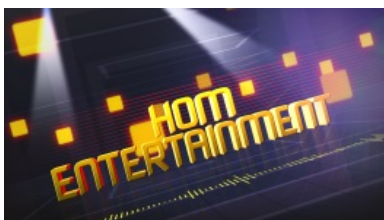
Segments:
N/A

Frequency:
March
June
September
December

Replay Times:
156 x pr. 3 mo. period

A feature show about community members and their unique stories.

HOM ENTERTAINMENT



Segments:
Wharton Center Interview
Musical Guest Performance
Entertainment Reporter Demo
“What’s Happening”

Frequency:
Monthly

Replay Times:
64 x pr. month

A talk show centered on arts and culture featuring interviews, performances and stories from local artists.

PROGRAMMING

“Your Source for Community News”

INSIDE OKEMOS ATHLETICS

Segments:
Two Minute Drill

Frequency:
Weekly
(during school
year)

Replay Times:
LIVE 3:00 pm Wed.
17 x pr. week



A weekly sports interview program used to profile Okemos High School student-athletes and coaches.

SENIOR LIVING

Segments:
Grandpa Cooks
Planning for the Future
Out On the Town

Frequency:
Monthly

Replay Times:
64 x pr. month



A program that focuses on informing and educating seniors about their options for health, socialization, recreation and other issues important to their well-being.

**All program air times subject to change.*

**Additional programs are available at homtv.net.
If you would like to sponsor a new program or segment,
please contact us at homtv@meridian.mi.us**

COVERAGE AREA

“Your Source for Community News”

CABLE ACCESS

HOMTV is carried on Comcast Channel 21, which is available to 31,000 households in the communities of Haslett, Okemos and East Lansing. The channel is programmed for 24 hours, 7 days a week.



DIGITAL ACCESS

HOMTV's programming is live streamed 24/7 and available on-demand at www.homtv.net. Various programs are streamed live on Facebook, as well.



News stories can be accessed from the HOMTV website, Facebook, Twitter and YouTube from any device.

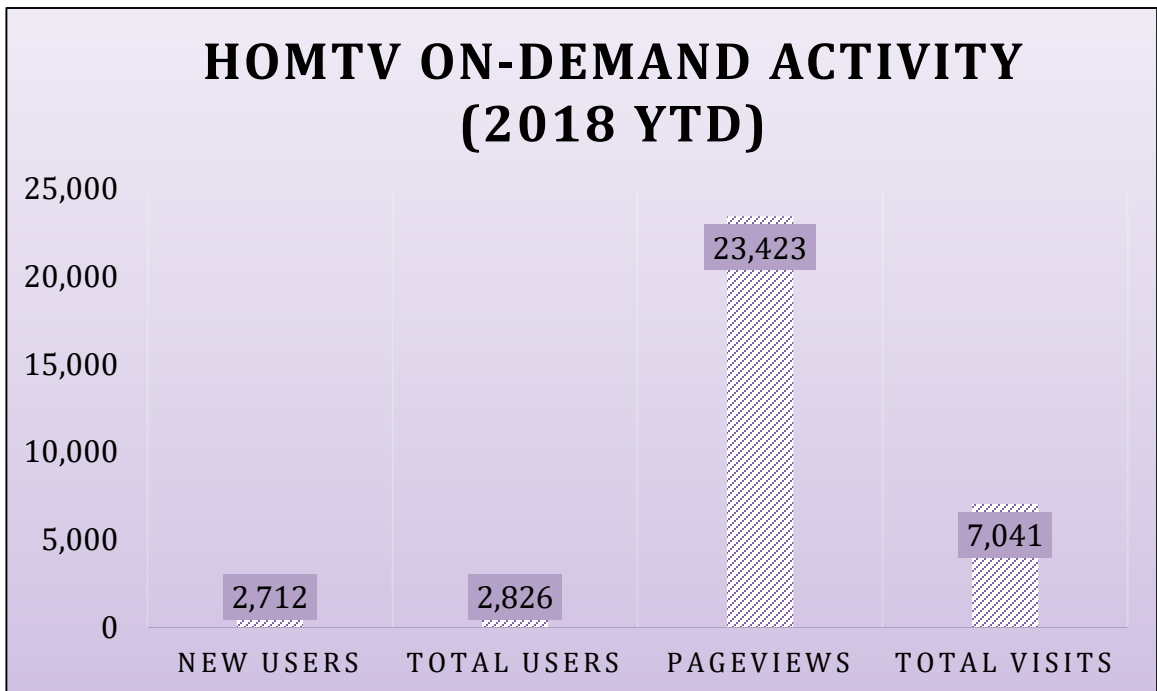
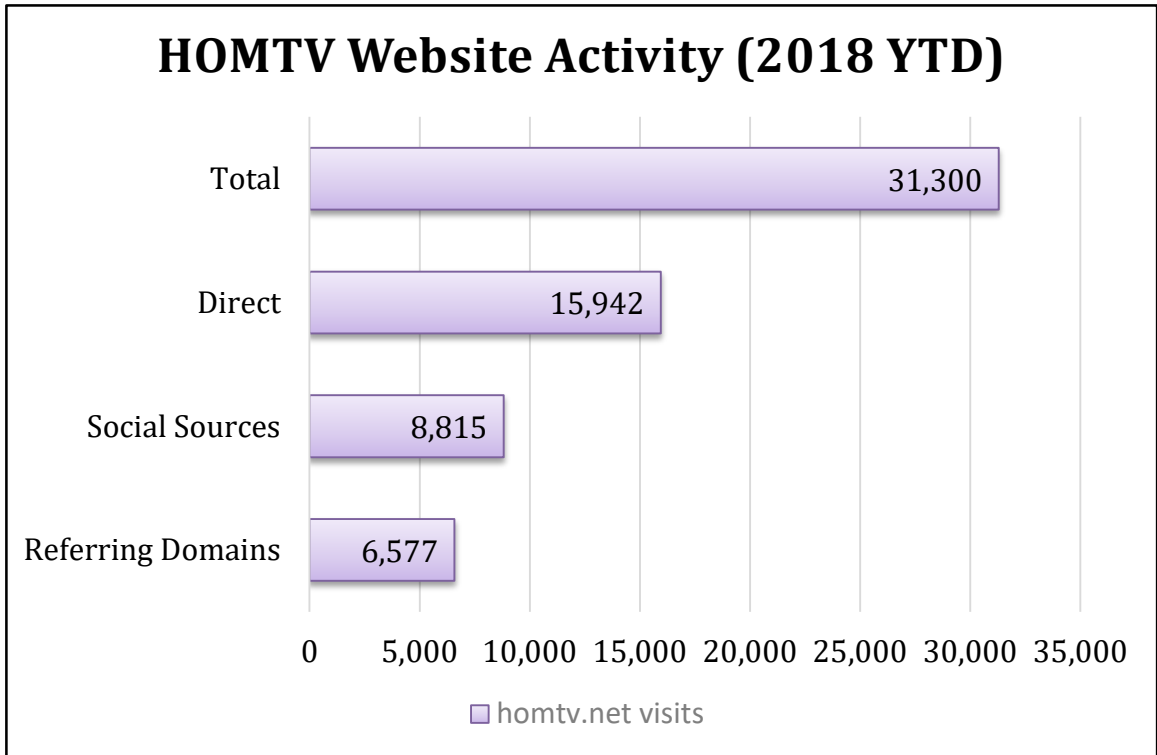


For all the latest news and information, follow HOMTV on Twitter @HOMTV, twitter.com/HOMTV or become a fan on Facebook at facebook.com/HOMTV.



FOLLOWERS, LIKES & OVERALL REACH

“Your Source for Community News”



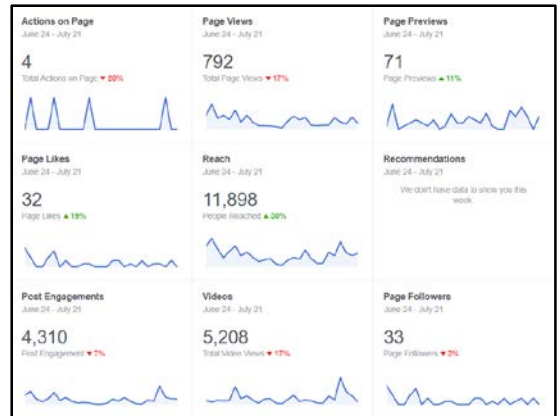
FOLLOWERS, LIKES & OVERALL REACH

“Your Source for Community News”

HOMTV Social Platforms:

Facebook:

- 1,539 Page Likes
- During the month of June 2018, HOMTV’s Facebook videos received 6,992 Video Views.
- During the month of June 2018, the number of people who had any content from your page or about your page enter their screen was 24,193. Organic reach (not paid)



Twitter:

- 1,739 Followers
- During the month of June 2018, HOMTV’s Tweets earned 61.5K impressions in the 30 day period at 2.1K impressions per day.

YouTube:

- 110 Subscribers
- 37,962 Views since October 2012

Instagram:

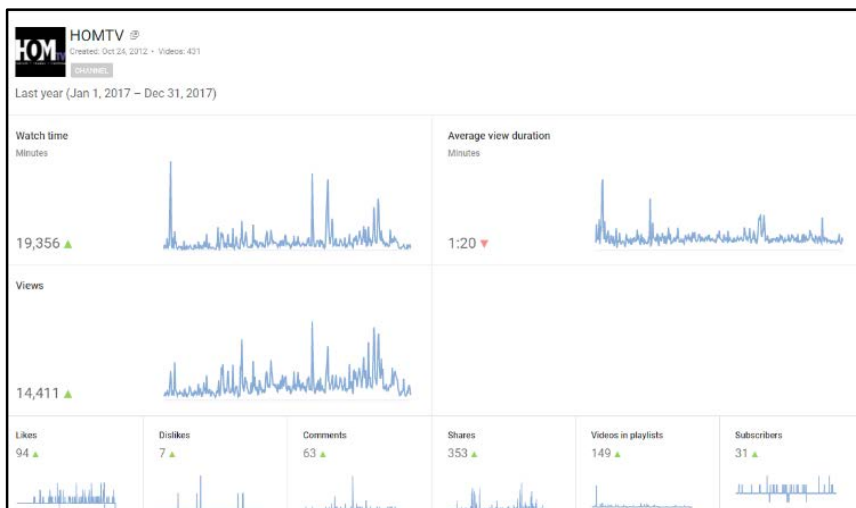
- 270 Followers
- July 16-July 22 = reached 190 Instagram Accounts
- July 16-July 22 = 2,333 impressions

LinkedIn:

- 1,149 Followers
- In the Last 30 Days (June 22-July 19) – 1,068 organic impressions

YouTube:

- 31 new subscribers in 2017
- 14,000 + views in 2017.



TESTIMONIALS

“Your Source for Community News”



“HOMTV is a valuable partner in providing coverage of events that matter to our communities. When working with them, I’m impressed by the quality of their work and professionalism that they display. We’ve found that coverage and promotion of events on HOMTV, like the 9/11 World Trade Center Memorial Quilt event which led to increased visits and, in turn, added to the overall success of the event.”

Scott Duimstra
Executive Director



“As the athletic director at Okemos High School, I’ve had an opportunity to work with HOMTV over the last five years in many capacities. I’ve always been impressed with their quality of work. Most recently, we partnered together on the “Career in Sports Night” at OHS. Their marketing, promotion, and coverage of the event was second to none. It helped increase attendance and enhanced the overall experience for all participants. I couldn’t recommend HOMTV more highly.”

Ira Childress
Athletic Director



Penny Myers
Community Relations Manager

“As a non-profit organization, the Capital Area Humane Society (CAHS) doesn’t have an advertising budget to feature our available pets on television or radio. Three years ago, HOMTV contacted CAHS and kindly offered to share information about one of our adoptable pets each week. Recently, we had the pleasure of working with one of the interns who was able to come to the shelter and take video of our pets in action. We are extremely grateful to HOMTV for helping us promote our pets and the great work we do.”



TESTIMONIALS

“Your Source for Community News”



“HOMTV is very professional and great to work with. The staff is knowledgeable and friendly. HOMTV’s program has an outstanding reach into the community which really helps get your message out. They care about what they do!”

Todd TJ Duckett
Founder and Owner



“I absolutely love my time at HOMTV! Deborah and Brandie are so down to Earth and make the segments fun and entertaining. I also get lots of positive comments from viewers after the segments have aired. Everyone at Wharton Center enjoys working with the HOMTV team. They are professional, easy to work with, and help us spread the news about the amazing events coming to Wharton.”

Bob Hoffman
Public Relations Manager



Whether it’s promoting community involvement, raising awareness, covering sports and education or supporting your local business, HOMTV would like to partner with you and make you feel at HOME!



CONTINUING EXCELLENCE

“Your Source for Community News”

High Quality Results

HOMTV has been honored with more than 260 National & Regional Awards, including our most recent awards:

2018:

- 1st Place for “Overall Excellence in Governmental Access” in the \$650,000-\$1,000,000 Division from the National Alliance for Community Media (ACM) Hometown Media Awards.
- 1st Place for “Invasive Plants” PSA in the Student Division from the ACM Hometown Media Awards.
- Honorable Mention for “Government Access Station Web Site” from the National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards Competition.
- Finalist for “HOMTV Overall Excellence” in the Overall Excellence in Combined PEG Access from the ACM Hometown Media Awards.

2017:

- Finalist for “Overall Excellence in Combined P.E.G. Access” in the ACM Central States Philo Festival of Media Arts Competition.
- 1st Place Winner for “Ballot Meridian Primary Election Night” in the Political Awareness Category in the ACM Central States Philo Festival of Media Arts Competition.
- 3rd Place Winner for “Ballot Meridian 2016 Election Coverage Promo” in the Event/Program Promotion (Operating Budget under \$300,000) Category from the National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards Competition.



Thank you for considering HOMTV! For additional information or to schedule an appointment to discuss a customized sponsorship, please contact us.

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SPONSORSHIP GUIDELINES

“Your Source for Community News”

HOMTV’s Sponsorship Guidelines

General:

- HOMTV will actively develop and use funding sources to help finance enhanced services, new technologies, expanded or renovated facilities and enriched programming.
- These funding sources will include business/organization sponsorships, funds raised by HOMTV Alumni, individual donations/gifts and grant awards from state and federal governments and/or private foundations.
- Although these funding sources may play a role in supporting HOMTV, it cannot replace the Franchise and PEG fees received from Comcast and AT&T, which provide the main source of revenue to operate HOMTV.
- Additional funding will always be used in accordance with HOMTV’s mission, values, goals and policies.
- Sponsors may designate their financial support to any valid need of HOMTV. These donations will be used for the purposes identified.
- Gifts made for other purposes need to be approved in advance by the Executive Producer and Communications Director in consultation with the Communications Commission.
- A sponsorship is a mutually beneficial agreement between HOMTV and an outside organization, wherein the organization contributes funds, goods or services to HOMTV in return for recognition, acknowledgement and/or other promotional considerations.
- All sponsorship spots regardless of the company must include a message of support for the company paying for the spot, i.e. “<Show Name> or <Show Segment> is sponsored by <Company Name>”.
- HOMTV reserves the right to refuse any sponsorships within its discretion that may not be in keeping with its mission, values, goals and policies.
- HOMTV does not accept sponsorships from the following business types; Political candidates and/or organizations, Lotteries and Casinos identifying or describing gambling activities.
- Recognition of the sponsorship will be handled by HOMTV staff, in accordance with FCC guidelines.

HOMTV reserves the right to refuse any company that does not meet the underwriter guidelines.

Sponsorship FCC Credit Guidelines

A business, service or event must be described in value neutral terms which avoid comparative or qualitative claims, superlative descriptions or promotional language. Examples include: expert, finest, leader, best, greatest, most reliable, etc.

Sponsorship credit spots may not contain calls-to-action or solicitation of direct consumer response. Examples include: call today, stop in, give it a try, etc. Price or value information is not allowed.

Wording that speaks directly to the consumer is not allowed. Examples include: you, I, we, me and our.

Slogans coined for specific marketing campaigns are not allowed.

FCC Determinations

Acknowledgments may be made for identification purposes only and should not promote the contributor’s products, services or company. For example, logos or logograms used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor’s products or services.

Company slogans which contain general product line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible. The inclusion of a telephone number or web address in an acknowledgement is within these general guidelines and is therefore permissible.

The FCC relies on the good faith determinations of Public, Educational and Government broadcasters in interpreting its non-commercialization guidelines.



Become A Sponsor

Program Sponsorships

	Show Sponsor \$1,000	Segment Sponsor \$500
Logo and/or Recognition in credits	X	X
Name Recognition on program page homtv.net	X	X
Logo and/or recognition eNewsletter	X	X
Aired on channel during replay	X	X
LIVE streamed on homtv.net during replay	X	X
Website Promo - 2"x3", 2 wks. Prior	X	
Social Mentions - 1 pr. Wk./2 wks. Prior	X	
Facebook banner promo 1 week prior to show	X	

Event Website & Social Media Promos

Feature Story - \$200	Story about your community event featured on homtv.net and newscast
Facebook Banner - \$200	Banner with logo recognition on HOMTV Facebook 1 week prior to event
Social Mentions - \$100	Two (2) mentions pr. wk. on HOMTV's Facebook and Twitter, 2 wks. Prior
Website Promo - \$50	Promo on homtv.net, 2"x3", 2 weeks
eNewsletter Promo - \$50	Promo in weekly HOMTV Newsletter, 2"x3", 1 week



2018 Media Sponsorship Commitment Form

Company/Organization Information

Company/Organization Name:	
Contact Person:	
Address:	
City/State/Zip:	
Phone:	
Email:	
Website:	

Commitment Level

<input type="checkbox"/> Show Sponsor - \$1,000	<input type="checkbox"/> Social Mentions - \$100
<input type="checkbox"/> Segment Sponsor - \$500	<input type="checkbox"/> Website Promo - \$50
<input type="checkbox"/> Feature Story - \$200	<input type="checkbox"/> eNewsletter Promo - \$50
<input type="checkbox"/> Facebook Banner - \$200	

Total Value: \$ _____

Authorized Signature: _____ Title: _____