



Sponsorship Proposal

Put your business in NCTV17's lifestyle TV talk show hosted by Paige & Nathan Ronchetti.

Each episode features a variety of five-minute Q&A style interviews both in-studio and on-location. Topics range from health to business, legal to recreation. Each segment provides viewers with easy-to-digest information and tips about a particular topic offered by local experts (either the sponsor or someone connected to the sponsor.)

Show Details:

- The show will air on Channel 17 (Comcast & Astound) in Naperville and on Channel 99 (AT&T) across Chicagoland and is broadcast via simulcast at NCTV17.org each time the show airs on the channel.
- The show can be watched on-demand at NCTV17.org and the station's YouTube channel.
- The show is also a [Podcast](#); available on Apple Podcasts, Spotify, Sound Cloud and Stitcher.

Sponsor Benefits:

- One guest expert associated with the sponsor will appear on the show
 - The sponsor will share 3-5 tips/pieces of advice with the TV audience
 - The sponsor (or guest expert) will be identified in a lower third at the start of the interview
 - Expert will discuss the topic; but not directly plug the sponsor's business or services
- Sponsor has the option to provide a 30-second commercial to air within the sponsored episode
- Sponsor's logo is displayed in the show's closing credits
- In addition to being part of the show, the sponsor's interview is edited into a stand-alone video with a sponsor logo credit at the start of the segment. This video appears on NCTV17's website
 - Sponsor will receive a copy of this video to use in his or her own marketing.
 - The sponsor will provide a draft article to accompany the web post that outlines the main messaging in the interview and links to specific resources on their own website.
- For each episode sponsored, the sponsor receives 3 linked digital ads within **NCTV17's News Update** delivered to 4,900 e-subscribers and one week of linked banner advertising on the show webpage
- Sponsor's linked logo runs in the *Sponsor Scroll* on NCTV17's [Home](#) page and **630 Naperville** webpage for the month of sponsorship
- Sponsor's segment is promoted on NCTV17's social media (Facebook, Twitter, Instagram & LinkedIn)

The sponsorship for an in-studio segment is \$1,000 and an on-location segment is \$1,200.

NCTV17 is a 501c3 nonprofit organization.

Your sponsorship helps us fulfill our mission of creating an informed, connected, and engaged community!

