**Introduction:**

NBC15 has partnered with The Village Diaper Bank to help eradicate diaper need and improve the physical, mental, and emotional health of families in our communities. Our concept is simple. NBC15 will use its proven ability to help fundraise and help promote and establish an annual Diaper Drive. Through promotional announcements, news mentions, and in-depth reporting on the “Diaper Crisis”, NBC15 will bring attention to the plight of families struggling with diaper insecurity.

Without the support of local business sponsors our success would be limited. Please join NBC15 and The Village Diaper Bank by donating dollars that will be used as matching funds for viewer donations. If you wish to donate dollars and remain anonymous, NBC 15 and The Village Diaper Bank will honor that request.
**NBC15 Diaper Drive Event:**

The NBC15 Diaper Drive Event will be a one-day event. The event will actively request diapers to be dropped off at local businesses and community partners in and around Dane County. The event will also actively request online donations to be made to a special landing page on NBC15 and The Village Diaper Bank. All donations that day will be doubled on behalf of our event sponsors.

**Sponsorship Promotion:**

Starting at 4:30am and ending at 12-midnight, viewer donations will be doubled/matched by participating sponsors. Sponsor recognition will be seen our Diaper Drive Donation “ticker”. Sponsors will receive logo identification on the left and the “Please donate now” message will fill the ticker.
**Title Sponsorship:**

- Only **two** Title Sponsorships are available*
- Sponsor name will be included in all promotional announcements as the Title Sponsor.
- Recognition will include audio and video mentions on all 30-second promotional announcements.
- A minimum of 70x promotional announcements will run promoting the NBC15 Diaper Drive benefiting The Village Diaper Bank.
- Recognition as Title Sponsor on donation page and landing page for the event.
- Participation in the Sponsorship Doubling/Matching Donation campaign. Your investment as Title Sponsor is used to help match viewer donations. This increases viewer donations by providing an incentive to donate since their investment is matched due to the generosity of our sponsor. Your logo will be identified on the “donation ticker” previously shown with Leigh Mills.

**Total Donation Level as Exclusive Title Sponsor:** $10,000

*Total Donation Level as Shared Title Sponsor: $7,500

**Platinum Sponsorship:**

- Only **six** Platinum Sponsorships are available.
- Sponsor name will be included in all promotional announcements as the Platinum Sponsor.
- Recognition will include video mentions on all 30-second promotional announcements.
- A minimum of 25x promotional announcements will run promoting the NBC15 Diaper Drive benefiting The Village Diaper Bank.
- Recognition as a Platinum Sponsor on donation page and landing page for the event.
- Participation in the Sponsorship Doubling/Matching Donation campaign. Your investment as a Platinum Sponsor is used to help match viewer donations. This increases viewer donations by providing an incentive to donate since their investment is matched due to the generosity of our sponsor. Your logo will be identified on the “donation ticker” previously shown with Leigh Mills.

**Total Donation Level as Platinum Sponsor:** $5,000

**Gold Sponsorship:**

- Recognition as a Gold Sponsor on donation page and landing page for the event.
- Participation in the Sponsorship Doubling/Matching Donation campaign. Your investment as a Gold Sponsor is used to help match viewer donations. This increases viewer donations by providing an incentive to donate since their investment is matched due to the generosity of our sponsor. Your logo will be identified on the “donation ticker” previously shown with Leigh Mills.

**Total Donation Level as Gold Sponsor:** $2,500
NBC 15 Quick Facts:

**Madison Designated Market Area** is comprised of 11-counties in South-Central Wisconsin.

Over 700,000 adults 18+ are found in the Madison D.M.A.

NBC 15 News has more news than any other local broadcaster, **35.5 hours per week**.

NBC 15 is the dominate choice for news and entertainment and is ranked **#1 or #2** in almost every program.

**#1 Morning News** for 16-consecutive years (4:30 AM – 10:00 AM)

NBC15 is the Wisconsin Broadcasters Association **News Operation of the Year**-Medium Market.

**Ranked in the Top 3** for most viewed local websites.

Award winning **Creative Services** team produces local, regional, and national commercial and digital content.