

Sample Sponsorship Proposal Hispanic Heritage Month

Purpose: During Hispanic Heritage Month, five unsung Latino heroes will be selected to receive on-air recognition and a reception in their honor for their contributions and commitment to the community.

Heritage Month Dates: September

Honoree Selection Process: A committee with members chosen by your business and our station will present candidate applications for consideration. The application process is handled by the committee members. The prospective candidate will not know that their name has been submitted, unless they are chosen as a final honoree.

Honoree Categories: Suggested honoree categories are Business, Social Service, Community Service, Cultural Arts, and Education.

Honoree Recognition: After the five honorees have been chosen, they will be contacted by a sponsor or station representative to accept the honor. A station producer will then call to schedule a time to produce their personal on-air profile. These profiles will rotate around Hispanic oriented programming and the primetime schedule.

Honoree Event: To launch Hispanic Heritage Month, an event will be planned to recognize and celebrate the achievements of the honorees. Honorees and their families will be treated to a night of music, refreshments, recognition and fellowship.

Sponsor Benefits:

Your business will receive the following benefits:

- Employee involvement and volunteer pride in supporting a meaningful community project.
- Five local hero profiles will be presented featuring your business and logo. (Minimum of 50 on-air credits)
- Special announcement in honor of Hispanic Heritage Month and quality cultural arts programming. (Minimum of 25 on-air credits)
- Host private pre-reception for the honorees and their immediate families.
- Verbal sponsor thank you at event, chance to speak about your business and opportunity to present the honorees.
- Business name and logo on invitation mailed to 500 guests.
- Business name and logo on 200 program guides distributed at the event.
- Business name and logo printed on 15 posters for display and to be framed for the honorees.
- Business name and logo on all related press and print materials.

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| Event/On-air: | \$25,000 |
| Production: | <u>\$10,000</u> |
| Total Investment: | \$35,000 |