



## Sponsorship Packages

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***Note: ALL ADS SUBMITTED GO THROUGH A REVIEW PROCESS. NOT ALL ADS WILL BE ACCEPTED. WE RESERVE THE RIGHT TO DECIDE WHAT ADS WILL AND WILL NOT BE A PART OF OUR PLATFORM. THERE IS NO FEE TO SUBMIT AN AD REQUEST AND SHOULD YOUR AD NO BE APPROVED, YOU WILL NOT BE CHARGED.***

### **Episode Sponsorship - (\$200 + Giveaway \$25-\$100 face value)**

This level of sponsorship offers one of the most effective ways to increase the amount of organic engagement your business/organization/event/brand gets from our platforms, by offering a visible and interactive representation throughout multiple avenues. This method has been proven to increase your brand's visibility by at least 300%!

How it works: In addition to the minimal fee of \$200 to sponsor an episode, you provide a giveaway item (typically a gift card/certificate, and usually valued between \$25 and \$100) to CleveltToUs. This item will be given away randomly DURING the sponsored episode. When the item is given away during the filming of the segment, we use that opportunity to remind our viewers that you (your brand/business/event, etc.) is the sponsor of that episode and invites our viewers to check out their site/social platforms. Our viewers see the added visibility not only in noticing that you sponsored the episode, but that you give back to the community; studies show that brands that publicly give tend to have a higher customer retention and spike in new customers following the event.

Also, not only are you named as the sponsor of that episode, during the episode, but you are mentioned in the article that is published along with that episode upon airing, which remains online indefinitely, and a hyperlink will be used to allow viewers to easily access your site/social platforms directly from there.

Lastly, the value of the organic word-of-mouth marketing is most powerful, and this is one of the biggest factors in driving new visitors and viewers to the show and to your business/event. The person who receives the free item on camera is likely to both share the news of their good fortune with friends and family (promoting the episode and show in the process), but they are also likely to use their own social media presence to SHARE that episode when it airs because of the simple fact that they were featured and won something.

This is one of the most popular sponsorship options among businesses who have already been featured on CleveltToUs and provides an INCREDIBLE value to all who participate.

**Social Sharing Sponsorship - (\$150 + Giveaway \$25-\$100 face value)**

This level of sponsorship is reserved for businesses/organizations/events/brands that have either already been featured in an episode of CleveltToUs, or are soon-to-be featured. The purpose of this sponsorship is to encourage massive organic traffic aimed at your segment, and of course, your brand/business itself; through individual 'shares' of the episode by motivated viewers and participants.

How it works: In addition to the minimal sponsorship fee of \$150, you provide a giveaway item (typically a gift card/certificate, and usually valued between \$25 and \$100) to CleveltToUs. Either during the filming of your segment, or in a separate video campaign conducted at some point following it's airing, we ask viewers to 'SHARE' the post containing your episode; informing them that each 'SHARE' (up to one share, per day, per person) gets them a free entry in a live drawing, at a specific date/time, where your item will be given away. The campaign will last one week and at the conclusion of that week the host of the show will do a completely LIVE streaming video on the CleveltToUs Facebook Page where a digital wheel, containing the names of all those who shared the episode post, will spin. As the wheel stops, a winner is randomly selected and will be contacted to receive their gift.

The value of the organic engagement with your episode is increased massively with each and every person who shares the episode on their social platforms. This is a unique and highly effective way to increase your episodes visibility across platforms and subsequently increase their likeliness of visiting your business/website/event/social pages.

Lastly, the person who receives the free item is likely to both share the news of their good fortune with friends and family (promoting the episode and show in the process), but they are also likely to use their own social media presence to SHARE that episode when it because of the simple fact that they won something.

This is one of the most affordable sponsorship levels offered by CleveltToUs and is also one of the levels with the highest return potential, due to the nature of the campaigns.

## Website Ad Sponsorship

This sponsorship program allows you to feature an ad on the Homepage and/or Newpage of the CleveltToUs website. These ads direct visitors directly to the hyperlink of your choice (typically a website or social media page) upon clicking upon the ad. It also keeps your brand visible throughout the campaign period for your promotion. These ads are sold in revolving blocks and in static ads. Revolving ads are ads that show up in ad blocks on the site and revolve between ads every 10 seconds on average. Your ad would be one of three that rotate between one-another randomly every 10 seconds. Static ads are stationary and do not rotate. These ads are visible 100% of the time, in their place, throughout your promotional period. Homepage ads are seen by anyone who visits the homepage of the CleveltToUs website, Newpage ads are seen on the sides of the publication page for EVERY episode and article published by CleveltToUs during the promotional period. There are several pricing and duration options for these ads and their placement, and they are structured as follows:

PROMO PERIOD	AD PLACEMENT (WEBSITE PAGE)					
	HOMEPAGE	% off	NEWSPAGE	% off	HOME & NEWS	% off
<b>SQUARE REVOLVING AD</b>						
1 Week	\$150.00	<i>Base</i>	\$150.00	<i>Base</i>	\$250.00	17%
2 Week	\$250.00	16%	\$250.00	16%	\$425.00	29%
1 Month	\$450.00	29%	\$450.00	29%	\$750.00	41%
3 Months	\$1,200.00	37%	\$1,200.00	37%	\$1,800.00	53%
6 Months	\$2,100.00	45%	\$2,100.00	45%	\$2,100.00	73%
<b>SQUARE STATIC AD</b>						
1 Week	\$200.00	<i>Base</i>	\$200.00	<i>Base</i>	\$300.00	25%
2 Week	\$325.00	19%	\$325.00	19%	\$500.00	38%
1 Month	\$585.00	31%	\$585.00	31%	\$900.00	47%
3 Months	\$1,450.00	43%	\$1,450.00	43%	\$2,500.00	51%
6 Months	\$2,200.00	57%	\$2,200.00	57%	\$4,250.00	58%
<b>RECTANGLE STATIC BANNER AD - (ONLY ONE PER PAGE) - Limited Availability</b>						
1 Week	\$250.00	<i>Base</i>	\$250.00	<i>Base</i>	\$400.00	20%
2 Week	\$450.00	10%	\$450.00	10%	\$700.00	30%
1 Month	\$800.00	25%	\$800.00	25%	\$1,250.00	41%
3 Months	\$1,950.00	39%	\$1,950.00	39%	\$3,275.00	49%
6 Months	\$3,200.00	50%	\$3,200.00	50%	\$5,450.00	57%

# HOMEPAGE AD PLACEMENT REFERENCE EXAMPLE:

The image shows a screenshot of the CLEVE IT TO US website homepage with several annotations for ad placement. At the top left, there is a weather widget showing a temperature of +43°F with a high of +43 and a low of +38, and a weekly forecast for Friday through Wednesday. The main navigation bar includes links for Home, Episodes, News, Sponsors & Supporters, About, and As Seen On CLE. A search bar is located on the right side of the navigation bar. A green banner below the navigation bar contains a notice: "The ClevetitUs Website is under construction as our show is brand new to Cleveland. Construction will continue for a few weeks following the December 3rd Premiere, but most of the site will remain functional throughout." The main content area is divided into three columns. The left column features three video thumbnails: "Fast Cars and Canines", "What's Better than Boba?", and "Cleveland's West Side Market - 110 Years of Wonder". The middle column is a "SPOTLIGHT PHOTO" section featuring a large image of a city skyline at sunset. Below the image is a text box that says "Submit YOUR photo to be featured right here, at the very top of our homepage." and a credit line "Photo: @JonesDrones". The right column contains two advertisement spots. The top spot is for the "Greater Cleveland Food Bank" and includes a "Learn More" button. The bottom spot is for "Gami designs" and includes a "Shop Now" button. Annotations with arrows point to specific ad placements: a "Rectangle Static Banner" points to the bottom left of the page; a "Square Revolving Banner (changes)" points to the top right of the spotlight photo; a "Square Static Banner (does not change)" points to the bottom right of the spotlight photo; and a "Rectangle Static Banner" points to the bottom left of the spotlight photo.

**Weather:** +43° F High: +43 Low: +38  
Fri Sat Sun Mon Tue Wed

**Navigation:** Home Episodes News Sponsors & Supporters About As Seen On CLE

**Search:** Search...

**Construction Notice:** The ClevetitUs Website is under construction as our show is brand new to Cleveland. Construction will continue for a few weeks following the December 3rd Premiere, but most of the site will remain functional throughout.

**Left Column:**  
Fast Cars and Canines  
What's Better than Boba?  
Cleveland's West Side Market - 110 Years of Wonder

**Spotlight Photo:**  
SPOTLIGHT PHOTO  
Submit YOUR photo to be featured right here, at the very top of our homepage.  
Photo: @JonesDrones

**Right Column (Advertisements):**  
Greater Cleveland Food Bank  
Learn More >  
Gami designs  
Custom engraved items, made perfect for you.  
Shop Now >

**Annotations:**  
Rectangle Static Banner (points to bottom left)  
Square Revolving Banner (changes) (points to top right of photo)  
Square Static Banner (does not change) (points to bottom right of photo)  
Rectangle Static Banner (points to bottom left of photo)

**Social Media Sponsorship**

This sponsorship level allows you to, in effect, buy a shout out on the “CleveltToUs” social media pages. A basic sponsorship of this sort would consist of our marketing team releasing a post on one or more of our social platforms, naming you as a sponsor and encouraging our viewers and visitors to learn more about what you’re offering. We will post a link of your choosing, along with our text to ensure maximum traffic and engagement from those who see the posts. If your business/brand/event is on social media, we will also tag you using your (@) handle.

Each sponsorship purchased and approved is for one single post on one or more of our social platforms.

The fees for these sponsorship promotions are as follows:

- Facebook (post w/link)..... \$150
- Facebook (video in story -24hrs)..... \$150
- Instagram (post w/link)..... \$150
- Instagram (video in story – 24hrs)..... \$150
- Twitter (post w/link)..... \$100
- TikTok (video post)..... \$250
- TikTok (video in story – 24hrs)..... \$200
- Snapchat (video in story – 24hrs)..... \$200
- Facebook & Instagram (video stories – 24hrs)..... \$225
- Instagram & TikTok (video stories – 24hrs)..... \$250
- Facebook, Instagram, TikTok & Snapchat Story (24hrs)..... \$325

**Video Ad (On Screen) Sponsorship**

This sponsorship allows you to include a sponsored video ad (commercial) within a CleveltToUs episode or set number of episodes. During transitional moments within a segment, your ad will play. These ads must be of high resolution, good audio and video quality and be compliant with our content submission policy.

On-Screen video ads are offered as follows:

	15 sec ad.	30 sec. ad	45 sec. ad
<b>1 Episode</b>	\$150.00	\$225.00	\$300.00
<b>2 Episode Block</b>	\$225.00	\$350.00	\$525.00
<b>5 Episode Block</b>	\$575.00	\$700.00	\$800.00

**Video Ad (On Web) Sponsorship**

This sponsorship allows you to include a sponsored video ad (commercial) on the CleveltToUs website. These ads will be visible throughout the site including the Homepage, Newpage and other pages throughout. These ads must be of high resolution, be between 15 and 60 seconds, have good quality audio, high resolution video, and be compliant with our content submission policy.

On-Web video ads are offered as follows:

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <b>1 Week Placement.....\$200</b>  | <b>2 Week Placement.....\$300</b>   |
| <b>1 Month Placement.....\$600</b> | <b>3 Month Placement.....\$1400</b> |

## **Syndication Partnerships**

Please contact us directly for syndication opportunities.

## **Annual Gala Sponsorship**

CleveltToUs hosts an annual Black-Tie Gala that is a combination fundraiser and networking event. Attendants of this event include business owners, artists, event coordinators, and corporate executives from Cleveland based organizations and companies. During this Gala, guests receive a 3 course plated meal, live entertainment and are encouraged to participate in a silent auction consisting of high valued gift cards and baskets from local businesses, organizations, artists and event coordinators. During the event, participants are encouraged to mingle and network with small business owners from all around Cleveland and bid on silent auction items that come from many of the very same individuals and businesses. There are many ways to participate in this event.

**Sponsorships** for this event are taken in the form of in-kind items for the silent auction. This includes gift cards, gift certificates and gift baskets. Items contributed to the event must hold a value of at least \$250 to be listed as a sponsor, and at least \$500 to be listed as a sponsor AND receive two (2) complimentary tickets to attend the event. Contributions between \$250 and \$499 in value are still accepted for listed sponsors, however complimentary tickets to the event are not provided and can be purchased individually at the cost of \$100/single ticket or \$165/couple.

Sponsors are not obligated to attend the event, regardless of contribution level, should they choose not to.

## **Gala Sponsorship Perks**

- **Listed as a CleveltToUs Sponsor online on the 'Sponsors & Supporters' Page**
- **Listed as an Gala Sponsor in Marketing Materials**
- **Promoted as a Sponsor in the Gala Episode**
- **Free Pair of Tickets to Attend the Gala** *(must contribute item valued at at least \$500 for silent auction)*
- **Logo Featured on Photo Wall at Gala**
- **Free 1 Week Revolving Ad Placement on CleveltToUs Website**

*Each spring, submissions for sponsors of the annual Black-Tie Gala open online. Tickets for sponsors and non-sponsor guests are also available for purchase online at that time. Sponsors who are eligible for free tickets to the Gala will receive their tickets following acceptance of their in-kind contribution and approval of sponsorship. Tickets will be mailed and no further purchase would be necessary for those individuals.*