

CHANNEL 68

LINC TV

Five ... four ... three ...

YOU'RE ON THE AIR!

Ever thought about showing off what you've got in prime time? You don't need a big budget to launch a powerful media campaign. If you have a passionate cause, a business to promote an environmental battle on your hands, or an issue you want to place on the public agenda, all you need is a message and we'll do the rest. If you can reduce that message to a single concept, one strong visual metaphor and one powerful slogan - then the hardest part is done.

LINC TV is not a commercial television station. However, under the broadcast guidelines sponsorship is permitted, which means that business, community groups or individuals are allowed to promote under certain (and very attractive) guidelines.

To buy air time on LINC TV for your sponsorship announcement or to broadcast your existing material is not expensive. Being a community TV station, costs are kept to a minimum, simply covering equipment, materials and overheads. This gives a tremendous and affordable advantage over many other forms of broadcast media, and is tax deductible.

LINC TV is currently offering businesses and organizations the opportunity to become station sponsors. The benefits of station sponsorship include:

Sponsorship tags broadcast around programming for the entire year (tags top and tailing programmes - such as seen on SBS for instance)

Sponsorship logo's on any publicity guides or event banners

The chance to contribute to programming content

Free video commercial production

Free TVC's (Television commercial) placement

Free GVO's (Graphical Voice Over) placement



GOLD SPONSORSHIPS - \$7,000 PER YEAR

This would include being a **major station sponsor** plus being a sponsor for a particular programme. Also include your logo being on LINC TV advertising banners, programmes or publicity. Your sponsorship announcements will run completely free at a maximum of 5 per day. Additionally receiving 100 GVC's (Graphic Voice Over announcements) per week.

SILVER SPONSORSHIP - \$5,000 PER YEAR

This would include being a **major station sponsor**, and your logo being on LINC TV advertising banners, programmes or publicity. Additionally, your announcement will run 3 times a day completely free plus 75 GVC's (Graphic Voice Over announcement) per week.

BRONZE SPONSORSHIP FOR - \$3,000 PER YEAR

This would include being a sponsor for a **particular programme** for the entire year, and being on any publicity associated with that programme. You will additionally receive 1 TVC per day completely free and 50 GVC's (Graphic Voice Over Commercial) per week.