

WEDU   
**Be More**  
**AWARDS™**

Event Sponsorship Opportunity

Event: WEDU Be More Awards™

Date: Promotion: September 2007 – April 2008  
Ceremony: Thursday, January 17, 2008  
11:30 A.M. – 2:00 P.M.



Location: A La Carte Event Pavilion  
4050 Dana Shores Drive  
Tampa, Florida 33634

Expected Attendance: 450+

WEDU-TV will recognize local charitable organizations throughout West Central Florida at the third annual, nationally-recognized and award-winning **WEDU Be More Awards™** ceremony - a prestigious fundraising luncheon taking place on Thursday, January 17, 2008. Beginning in September 2007, WEDU will be accepting nomination applications from non-profit organizations, large and small, from throughout west central Florida. Applicants are challenged to demonstrate their outstanding achievements and accomplishments in one of four award categories, ranging from outstanding marketing initiatives, exceptional educational outreach, innovative organization endeavors, and extraordinary fundraising and event efforts.

From the event's inaugural year in 2006, the **WEDU Be More Awards™** has received numerous awards and accolades, from being called the "Academy Awards® of Non-Profits" by the *St. Petersburg Times*, to receiving honors from the Florida Public Relations Association as the *Best Community Relations Campaign* and the *Best Overall Public Relations Campaign*. The **WEDU Be More Awards™** has also become a national initiative for PBS; WEDU staff presents this concept at conferences throughout the year and works with stations across the country to implement this program in their respective markets.

Historically each year, WEDU receives more than 80 *Be More Award™* applications from non-profit organizations, ranging from "grass-root" type organizations to chapters of large national non-profits, from the west central Florida community. These nominations are judged by a panel of highly respected business and community leaders who determine the winners of the four award categories, along with the coveted *Judges Choice Award*. In addition, WEDU conducts the **WEDU Be More Awards™ People's Choice Poll** online via its Web site at [www.wedu.org](http://www.wedu.org). The poll receives more than 40,000 hits in a 30-day period; typically a 100%+ jump in average station Web site traffic during this time frame.

The culmination of the hard work and effort by all of these dedicated people – and unsung heroes – takes place at the highly-attended **WEDU Be More Awards™** luncheon and ceremony which features a well-known and compelling keynote speaker. Thirty-five non-profit organizations are honored, with seven organizations ultimately receiving top honors in their respective award categories; one of which includes top honors as the **WEDU Be More Award™ Non-Profit Organization of the Year**. In addition to the awards ceremony, WEDU produces an hour-long primetime televised program - the *WEDU Be More Inspired Special*. This hour-long primetime program features interviews with the seven winning organizations; thus providing these organizations an opportunity to share their message and mission with WEDU powerful television signal reaching 1.7 million viewers throughout west central Florida. WEDU recognizes that it is often lack of awareness that paralyzes many non-profit organizations' ability to continue to provide their invaluable services to our community; WEDU is pleased and honored to be in a position to provide this exposure to these worthwhile organizations through multi-media platforms as well as a professional development workshop held free of charge each Fall for non profit organizations staff, volunteers and board directors.

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Complemented by an aggressive and year-round promotional campaign by WEDU, involving online, on-air and print media, the **WEDU Be More Awards™** receives an incredible amount of support by the non-profit community through their own marketing efforts. This combined with the support of the dynamic WEDU Board of Directors and **Be More** Committee, makes this program a win-win for all involved.

Your support of the **WEDU Be More Awards™** will provide your organization with powerful benefits, exposure through WEDU television and other media platforms, as well as the opportunity to support scores of non-profit organizations, large and small, from west central Florida; this includes support for WEDU – a 501(c)(3) organization and your hometown PBS station – which provides award-winning local, national and international programming that educates, entertains and inspires.

We look forward to tailoring sponsorship benefits to your particular needs, however, enclosed are some standard benefits offered at a variety of financial commitment levels.

*Returning supporters of the WEDU Be More Awards™  
January 2008*





### ***Philanthropist Sponsorship Benefits: Luncheon Sponsor***

The WEDU Be More Awards™ Luncheon Sponsor provides a portion of the funding for the luncheon event. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months\* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Exclusive **category** sponsorship recognition for **your company** as an event sponsor
- Prominent logo placement on all collateral materials related to event promotion including but not limited to (\*based on time of commitment):
  - Up to three (3) *Premiere Magazine Be More Awards™* event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
  - 3,500 event invitations mailed to VIP's throughout the WEDU market area
  - Logo included on official *WEDU Be More Awards™* stationary used for all event correspondence (September – March)
  - Any/all advertising placed in daily newspapers or monthly magazines
  - Presence and Link on WEDU Web site (Events Page)
  - ½ page advertisement in 450 Awards Luncheon programs
  - All custom signage created for display at the event site
  - All press releases promoting the event
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Your company logo included on sponsor reel shown prior to and during ceremony
- Your company logo included on the primetime *WEDU Be More Inspired* one-hour special aired a minimum of three times on WEDU-TV following the ceremony (March – September 2008)
- Acknowledgement of Luncheon Sponsor on signage placed at each guest table
- Your company will receive one table (10 seats) to the event taking place January 17, 2008
- Your company will have the opportunity to showcase its product at the luncheon as well as provide a gift and marketing literature for 450 guest favor bags (WEDU has final approval on all products)
- Your company will be verbally recognized at the event

***Sponsorship Value: \$40,000***  
***Sponsorship Investment: \$10,000***  
***Limited to one sponsoring organization***



### ***Philanthropist Sponsorship Benefits: Nomination Reel Sponsor***

The WEDU Be More Awards™ Nomination Reel Sponsor provides funding for promotional coverage of each nominated organization per award category. The Nomination Reel will be shown on large projection screens throughout the awards ceremony on January 17, 2008. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months\* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Exclusive **category** sponsorship recognition for **your company** as an event sponsor
- Prominent logo placement on all collateral materials related to event promotion including but not limited to (\*based on time of commitment):
  - Up to three (3) *Premiere Magazine Be More Awards™* event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
  - 3,500 event invitations mailed to VIP's throughout the WEDU market area
  - Logo included on official *WEDU Be More Awards™* stationary used for all event correspondence (September – March)
  - Any/all advertising placed in daily newspapers or monthly magazines
  - Presence and Link on WEDU Web site (Events Page)
  - ½ page advertisement in 450 Awards Luncheon programs
  - All custom signage created for display at the event site
  - All press releases promoting the event
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Your company logo will appear continuously on the Nomination Reel shown during the ceremony
- Your company logo included on sponsor reel shown prior to and during ceremony
- Your company logo included on the primetime *WEDU Be More Inspired* one-hour special aired a minimum of three times on WEDU-TV following the ceremony (March – September 2008)
- Your company will receive one table (10 seats) to the event taking place January 17, 2008
- Your company will have the opportunity to showcase its' product at the luncheon as well as provide a gift and marketing literature for 450 guest favor bags (WEDU has final approval on all products)
- Your company will be verbally recognized at the event

***Sponsorship Value: \$40,000***

***Sponsorship Investment: \$10,000***

***Limited to one sponsoring organization***



### *Patron Sponsorship Benefits: Web site Sponsor*

The WEDU Be More Awards™ Web site Sponsor provides funding for the Web site which hosts the WEDU Be More Awards™ People's Choice Poll online via [www.wedu.org](http://www.wedu.org). In 2005 and 2006, the poll received more than 40,000 hits in a 30-day period; an astounding 186% jump in Web site traffic. The Web site Sponsor will receive a banner advertisement on this page, a live link to their organizations' Web site and consistent and ongoing exposure for a minimum of three months\* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Exclusive **category** sponsorship recognition for **your company** as an event sponsor
- Your company's Banner ad and live link on **People's Choice Poll** page up from November 15 – December 15, 2007
- Prominent Listing on all collateral materials related to event promotion including but not limited to (\*based on time of commitment):
  - Up to three (3) *Premiere* Magazine **Be More Awards™** event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
  - 3,500 event invitations mailed to VIP's throughout the WEDU market area
  - Logo included on official **WEDU Be More Awards™** stationary used for all event correspondence (September – March)
  - Listing in 450 Awards Luncheon programs
  - Any/all advertising placed in daily newspapers or monthly magazines
  - Presence on WEDU Web site (Events Page)
  - All custom signage created for display at the event site
- Your company logo included on a minimum of 50 on-air promotional event announcements
- Four (4) tickets to the January 17, 2008 luncheon and awards ceremony
- Your company will be verbally recognized at the event

***Sponsorship Value: \$30,000***

***Sponsorship Investment: \$6,500***

***Limited to three sponsoring organizations***



### *Donor Sponsorship Benefits:*

The **WEDU Be More Awards™** Donor Sponsor provides funding for overall event production and execution. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months\* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Prominent Listing on all collateral materials related to event promotion including but not limited to (\*based on time of commitment):
  - Up to three (3) *Premiere Magazine Be More Awards™* event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
  - 3,500 event invitations mailed to VIP's throughout the WEDU market area
  - Logo included on official *WEDU Be More Awards™* stationary used for all event correspondence (September – March)
  - Presence on WEDU Web site (Events Page)
  - Listing in 450 Awards Luncheon programs
  - All custom signage created for display at the event site
  
- Your company name included on a minimum of 50 on-air promotional event announcements
  
- Two (2) tickets to the January 17, 2008 luncheon and awards ceremony

***Sponsorship Value:           \$20,000***

***Sponsorship Investment: \$5,000***



***Supporter Sponsorship Benefits:***

The WEDU Be More Awards™ Supporter Sponsor provides funding for overall event production and execution. In return, the sponsor organization will receive consistent and ongoing exposure for a minimum of three months\* to area non-profit organizations, as well as the upscale, influential and culturally-driven market that WEDU serves.

- Prominent Listing on all collateral materials related to event promotion including but not limited to (\*based on time of commitment):
  - Up to three (3) *Premiere Magazine Be More Awards™* event ads. *Premiere* is the monthly magazine mailed to approximately 30,000 WEDU member homes throughout the WEDU market area
  - 3,500 event invitations mailed to VIP's throughout the WEDU market area
  - Listing in 450 Awards Luncheon programs
  - All custom signage created for display at the event site

***Sponsorship Value: \$10,000***

***Sponsorship Investment: \$2,500***