Honoring West Central Florida’s Best Nonprofits and volunteers for more than 13 years!

2018-19 Sponsorship Opportunities
For more than 13 years, WEDU PBS has honored West Central Florida’s best nonprofits and volunteers through the nationally recognized, award winning WEDU Be More Awards.

The mission of the **WEDU Be More Awards** is not only to applaud and recognize the outstanding and often unrecognized efforts of nonprofit organizations and volunteers, but also to raise awareness about their mission and service to the community. Year after year, the WEDU Be More Awards has served as the catalyst in connecting our area’s amazing nonprofits with crucial donors, volunteers, and citizens needing their services.

WEDU recognizes that it is often lack of awareness that paralyzes many nonprofit organizations’ ability to continue to provide their invaluable services to our community. WEDU believes it is our duty to provide this exposure to these worthwhile organizations through on-air, online, in print, and in the communities they serve.

Complemented by an aggressive and year-round promotional campaign by WEDU, involving on-air, online, print media and social networking tools, the **WEDU Be More Awards** also receives an incredible amount of support by the nonprofit community through their own marketing efforts and through media partnerships with ABC Action News, Tampa Bay Times, Q105, WFLA-AM, American Marketing and Mailing Services, and others.

**HISTORY:** 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 Nonprofits” by the *Tampa Bay Times* (formerly St. Petersburg Times), to receiving annual honors from the Florida Public Relations Association as the Best Community Relations Campaign and the Best Overall Public Relations Campaign.

Each year, WEDU receives award applications and nominations from nonprofit organizations, ranging from “grass-roots” type organizations to chapters of large national nonprofits, from the West Central Florida community. These applications are judged by a panel of highly respected business and community leaders who determine the winners in a variety of award categories. In addition, WEDU conducts the **WEDU Be More Award People’s Choice Poll** and community driven nominations online via its web site at wedu.org. The poll receives more than 30,000+ unique-user 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. In February 2019, West Central Florida nonprofit organizations and countless individuals will be honored, with the best and most inspirational organizations/individuals receiving top honors in their respective award categories; one of which includes recognition as the **WEDU Be More Award Nonprofit Organization of the Year**. This stellar organization will be presented with a WEDU Community Investment Grant of $2,500.

The impact of the WEDU Be More Awards does not stop at the close of the annual ceremony and luncheon. Following the event, WEDU continues supporting the nonprofits with year-round promotional efforts that include being featured on one of WEDU local on-air programs, spotlighted during WEDU’s Philanthropy Fridays, social media promotions and more.

Your support of the **WEDU Be More Awards** will provide your company with powerful benefits, exposure on WEDU multi-media platforms, as well as the opportunity to support scores of nonprofit organizations, large and small, from West Central Florida; this includes support for WEDU – a 501(c)(3) organization, your public media company. WEDU’s focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for our youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America.

“Presenting Sponsor Package & On-Air Program Sponsor”

The WEDU Be More Awards Presenting Sponsor provides funding for overall event promotion, production and execution of the ceremony and luncheon and year-long promotional efforts that honor nonprofit organizations and individuals throughout West Central Florida. The presenting sponsor receives company logo on all award mentions during the event and promotional period. Your company/organization will receive consistent and ongoing exposure as the WEDU Be More Awards Presenting Sponsor to the influential and culturally-driven market that WEDU serves as well as hundreds of nonprofit organizations serving the West Central Florida community. *(Limited to one exclusive sponsorship.)*

**ONSITE**
- Title sponsor as “Presenting Sponsor” recognition for your company
- Co-branded logo as presenting sponsor on all WEDU Be More Awards logo impressions
- Co-branded logo as presenting sponsor on 520 reusable tote bags presented to guests in attendance
- Opportunity for your company to be introduced and speak at the ceremony
- Opportunity to place a sponsor booth and distribute literature/branded giveaways in “Hall of Heroes” lobby
- Your company logo included on sponsor reel shown prior to and during ceremony
- All custom signage created for display at the event site

**ON-AIR**
- (90) :20-30 sec Station “Accepting Applications” promos: Company logo inclusion
- (90) :20-30 sec Station “Vote Now – People’s Choice” promos: Company logo inclusion
- (90) :20-30 sec Station “Purchase Tickets to Ceremony” promos: Company logo inclusion
- (208) :30 second stand-alone ROS awareness spots produced by WEDU in accordance with PBS guidelines (over 12 months)
- Presenting sponsor of the WEDU Be More Inspired half-hour special scheduled to air during primetime and a minimum of three times on WEDQ and wedu.org following the ceremony (March – Aug 2019)

**IN PRINT**
- Logo inclusion in a minimum of three WEDU Be More Awards ads / editorials in WEDU Premiere Magazine. Circulation 28,000, subscribers
- Two premium back-page, color ads from your company included in Premiere Magazine in any issue by July 2019 *(not related to ceremony)*
- (2,000) Call for Application cards mailed to nonprofit organizations throughout the WEDU market area
- (2,000) event invitations mailed to VIP’s throughout the WEDU market area
- Logo included on official WEDU Be More Awards stationery used for all event correspondence
- Any/all advertising placed in daily newspapers or monthly magazines
- 2-page spread (double truck) advertisement in 520 Awards Luncheon programs
- Inclusion as Presenting Sponsor on all press releases and collateral materials promoting the event

**ONLINE**
- Presenting sponsor web banner on the WEDU Be More Awards webpage for twelve months (August 2018 – July 2019)
- Sponsor link on WEDU’s Community Partners webpage for twelve months (August 2018 – July 2019)
- Sponsor recognition and logo inclusion on a minimum of six WEDU Be More Awards E-cards / notices
- Sponsor recognition and logo inclusion on a minimum of six WEDU E-newsletters (8k subscribers)

**Sponsorship Investment:** $50,000

*All benefits are based on time of commitment.
We look forward to tailoring sponsorship benefits to your particular needs, however, listed below is just one of our standard benefits offered in support of this community event.

**“Luncheon Sponsor”**

The **WEDU Be More Awards** Luncheon Sponsor provides funding for the 520 guest luncheon event meal. In return, the sponsor organization will receive consistent and ongoing exposure to the upscale, influential and culturally-driven market that WEDU serves as well as hundreds of nonprofit organizations serving the West Central Florida community. *(Limited to one exclusive sponsorship.)*

**ONSITE**
- Invitation for (1) company representative to attend pre-event menu tasting and meal selection
- (8) Tickets / (1) VIP Table at the Awards Ceremony/luncheon with table signage
- Verbal recognition during the ceremony by WEDU President and Chief Executive Officer
- One :30 second taped message from company representative of your choice to be presented during the luncheon and ceremony. *(Message to be taped at WEDU studios. Must meet PBS guidelines.)*
- Opportunity to place a sponsor booth and distribute literature/branded giveaways in “Hall of Heroes” mingled among WEDU Be More Awards finalist organizations
- Your company logo included on sponsor reel shown prior to and during ceremony
- Opportunity to place one branded item and/or literature in gift bags presented to ceremony and luncheon attendees *(Size restrictions may apply. Must provide gift item/promo material to WEDU no later than contracted date. Qty 520)*
- All custom signage created for display at the event site

**ON-AIR**
- (90) 20-30 sec Station “Accepting Applications” promos: Company logo inclusion
- (90) 20-30 sec Station “Vote Now” promos: Company logo inclusion
- (90) 20-30 sec Station “Purchase Tickets to Ceremony” promos: Company logo inclusion
- (104) 15 second stand-alone ROS spots produced by WEDU in accordance with PBS guidelines (over 12 months)

**IN PRINT**
- Logo inclusion in a minimum of three WEDU Be More Awards ads / editorials in WEDU Premiere Magazine
  - Circulation 28,000, qualified subscribers monthly
- (2,000) Call for Application cards mailed to nonprofit organizations throughout the WEDU market area
- (2,000) event invitations mailed to VIP’s throughout the WEDU market area
- Logo included on official WEDU Be More Awards stationery used for all event correspondence
- Any/all advertising placed in daily newspapers or monthly magazines
- Full page advertisement in 520 Awards Luncheon programs
- All press releases promoting the event

**ONLINE**
- Corporate Sponsor web button on the WEDU Be More Awards page with click through to sponsor website August 2018 through July 2019
- Sponsor link on WEDU’s Community Partners webpage for twelve months (August 2018 – July 2019)
- Sponsor recognition and logo inclusion on a minimum of six WEDU Be More Awards E-cards / notices
- Sponsor recognition and logo inclusion on a minimum of six WEDU E-newsletters (8k subscribers)

**Sponsorship Investment:** $20,000

*All benefits are based on time of commitment*
“HALL OF HEROES”

You never know what kind of inspiring characters you’ll meet...

Each year, we kick off the annual WEDU Be More Awards Luncheon and Ceremony with the “Hall of Heroes.”

Finalists in the WEDU Be More Awards are invited to display information about their nominated project or overall organization during a reception preceding the luncheon. Organizations, volunteers, board members, donors, awards judges, media and more have the opportunity to network and learn more about each other and their impact in the community.

As a sponsor of the WEDU Be More Awards, your company or organization is also invited to set up a booth mingled among our finalists because as a supporter of the WEDU Be More Awards and the participating nonprofits, you are a hero too!

As guests arrive to explore the Hall of Heroes, they will receive a goody bag already stuffed with great information, gifts, and deals. The bags also come in handy for collecting more information from sponsor and nonprofit booths during the Hall of Heroes segment of the event. It’s a great way to make sure your message heads home with guests after the ceremony.

Sponsors are invited to provide a small gift, flyer, or special offer to be pre-stuffed in guests’ arrival bags. Please be sure to verify quantities and deadline dates for inclusion!

Photos: Finalists in the 2018 WEDU Be More Awards and guests network during the Hall of Heroes and explore sponsor booths.
We look forward to tailoring sponsorship benefits to your particular needs, however, listed below is just one of our standard benefits offered in support of this community event.

“Hall of Heroes Sponsor”

Provides for overall event production, as well as one of highlights of the event – the “Hall of Heroes” – where each finalist nonprofit organization has the opportunity to showcase their mission during a reception preceding the luncheon and ceremony. In return for this support, the sponsor will receive consistent and ongoing exposure for a minimum of three months* to area non-profit organizations, as well as the influential and culturally-driven market that WEDU serves. (Limited to one exclusive sponsorship.)

ONSITE

♦ Title sponsor for Hall of Heroes – exclusive category sponsorship recognition for your company
♦ (8) Tickets / (1) Table at the Awards Ceremony/luncheon with table signage
♦ Verbal recognition during the ceremony by WEDU President and Chief Executive Officer
♦ One :30 second taped message from company representative of your choice to be presented during the luncheon and ceremony.
   (Message to be taped at WEDU studios. Must meet PBS guidelines.)
♦ As title sponsor for the Hall of Heroes, the sponsor will have the opportunity to place their sponsor booth and distribute literature/branded giveaways at the entry of the “Hall of Heroes” exhibit area.
♦ Your company logo included on sponsor reel shown prior to and during ceremony
♦ Opportunity to place one branded item and/or literature in gift bag presented to ceremony and luncheon attendees
   (*Size restrictions may apply. Must provide gift item/promo material to WEDU no later than contracted date. Qty 520)
♦ All custom signage created for display at the event site

ON-AIR

♦ (90) 20-30 sec Station “Accepting Applications” promos: Company logo inclusion
♦ (90) 20-30 sec Station “Vote Now” promos: Company logo inclusion
♦ (90) 20-30 sec Station “Purchase Tickets to Ceremony” promos: Company logo inclusion

IN PRINT

♦ Logo inclusion in a minimum of three Be More Awards ads / editorials in WEDU Premiere Magazine
   Circulation 28,000, qualified subscribers monthly
♦ (2,000) Call for Application cards mailed to nonprofit organizations throughout the WEDU market area
♦ (2,000) event invitations mailed to VIP’s throughout the WEDU market area
♦ Logo included on official WEDU Be More Awards stationery used for all event correspondence
♦ Any/all advertising placed in daily newspapers or monthly magazines
♦ Full page advertisement in 520 Awards Luncheon programs
♦ All press releases promoting the event

ONLINE

♦ Corporate Sponsor web button on the WEDU Be More Awards page with click through to sponsor website August 2018 through July 2019
♦ Sponsor link on WEDU’s Community Partners webpage for twelve months (August 2018 – July 2019)
♦ Sponsor recognition and logo inclusion on a minimum of six WEDU Be More Awards E-cards / notices
♦ Sponsor recognition and logo inclusion on a minimum of six WEDU E-newsletters (8k subscribers)

Sponsorship Investment: $10,000

*All benefits are based on time of commitment
Community Event Sponsorship Opportunity

We look forward to tailoring sponsorship benefits to your particular needs, however, listed below is just one of our standard benefits offered in support of this community event.

“Titled Award Sponsor”

A WEDU Be More Awards Be More Titled Award Sponsor provides funding for overall event production and execution. Exclusive title sponsorship receives company name on all award mentions through event promotion time frame. In return, the sponsor organization will receive consistent and ongoing exposure to area nonprofit organizations, as well as the influential and culturally-driven market that WEDU serves.

ONSITE

◆ Naming of Be More Award Category of Choice**
  Be More...Informed (Nielsen Marketing Campaign Award)
  Be More...Entertaining (Special Events Award)
  Be More...Brilliant (Innovation Award)
  Be More...Knowledgeable (Bank of Tampa Educational Outreach Award)
  Be More...Enriched (Greenberg Traurig Arts and Culture Award)
  Be More...Relevant (Best Use of Video Award)
  Be More...Encouraged (Judges’ Choice Award)
  Be More...Humble (People’s Choice Award)
  Be More...Inspiring (Rising Star Award)
  Be More...Empowered (Ultimate Medical Small Nonprofit Award)
  Be More....Entrepreneurial (Engaged Philanthropist Award)

◆ (8) Tickets / (1) Table to the Awards Ceremony/luncheon
◆ Opportunity to place a sponsor booth and distribute literature/branded giveaways in “Hall of Heroes” mingled among Be More Awards finalist organizations
◆ One :30 second taped message from company representative of your choice to be presented during the luncheon and ceremony as part of the award category. (Message to be taped at WEDU studios. Must meet PBS guidelines.)
◆ Opportunity to place one branded item and/or literature in gift bags presented to ceremony and luncheon attendees
  (*Size restrictions may apply. Sponsor to provide gift item/promo material to WEDU for placement in gift bags no later than contracted date. Qty 520.)
◆ Company logo on Event signage
◆ All custom signage created for display at the event site

ON-AIR

◆ (90) 20-30 sec Station “Purchase Tickets to Ceremony” promos: Company logo inclusion
◆ (24) 20-30 sec Philanthropy Friday promos: Company name inclusion with titled award

IN PRINT

◆ (2,000) event invitations mailed to VIP’s throughout the WEDU market area
◆ Logo included on official WEDU Be More Awards stationery used for all event correspondence
◆ Any/all advertising placed in daily newspapers or monthly magazines
◆ Half page advertisement in 520 Awards Luncheon programs

ONLINE

◆ Your company’s live link on People’s Choice Poll voting page up from November 3 – December 8, 2018
◆ Corporate Sponsor web button on the WEDU Be More Awards page with click through to sponsor website August 2018 through July 2019
◆ Sponsor link on WEDU’s Community Partners webpage for twelve months (August 2018 – July 2019)
◆ Social media mentions on Philanthropy Friday: Company name inclusion with titled award

Sponsorship Investment: $5,500

**Limited to one sponsor per category  ♦  *All benefits are based on time of commitment

Note: Some categories may already be sponsored and therefore unavailable.
Please contact the WEDU Marketing Department for complete details.

Event: WEDU Be More Awards
Promotion Date: Aug 2018 – July 2019
Ceremony Date: February 2019
11:00am – 2:00pm
Location: TBA
Attendance: 480 - 520