Include your business in the Great TV Auction!

It's time for the Great TV Auction! We would like to invite you to a unique opportunity that only comes once a year, the opportunity to **showcase your business and highlight your mission** to the consumer market, while helping raise money for public television. And **where else can you be featured on live television to over 1.3 million viewers simply by donating something that's your specialty?**

Who we are:

WCTE-Upper Cumberland PBS is a non-profit public television station located in Cookeville TN. We service 14 counties via antenna, which allows free access to educational programming to some of the most economically challenged areas in all of TN. We also broadcast throughout middle TN and Southern KY via DISH and DIRECT satellite services.

What we do:

Our community outreach and education initiatives, such as "Stations of Imagination" service over 3000 children from all demographics throughout the Upper Cumberland. Local programming, such as *"Live Green Tennessee"* and *"Discover the Upper Cumberland"* highlight the hidden treasures of communities, bringing attention, tourism and funding to rural areas across the state. Our partnerships with other non-profits and small business help stimulate growth for the community and local economy.

Donations:	Marketing for your donation:
• A product or service that highlights & showcases your business to the consumer. • Products are scheduled according to retail value. The more expensive an item, the more exposure you get. • Choose **on-air or online** auction. Whatever your target audience, we have the exposure you need! • **All donations are tax deductible!**	• **All donations**-get exposure on LIVE television and web streaming with mention of business & location • **Items $25-$199** get 3-4 on air hits with 3-4 lines of description plus visuals, business name & location, copy of your business card attached to item • **Items $200-$999** get 10+ on air hits with 6-10 lines of description, are highlighted throughout the live broadcast and sold on the "Heavenly Item Board" at 9:30 or 10:30, plus all the benefits listed above • **Items $1000+ (single or combination of items)** get **top priority exposure**, a 30 second, HD production promo spot produced by our talented creative services team that runs all 8 nights of the auction, highlights & promotion the entire 8 nights of the auction selling the final night on the "Grand Heavenly Board" with other high ticket items. You also get a thank you in our mailing guide (over 3000 circulated throughout TN) as a **VIP donor**. • Becoming a valued partner of WCTE by helping us continue providing inspirational, educational programming and outreach throughout middle TN.

Please contact me if you have any questions or need additional information. I would be happy to assist you in choosing the item or combination of items that help you showcase your business to the fullest. And thank you for supporting WCTE, **your** Upper Cumberland PBS!

Sincerely,

Jodi Pitts

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WCTE COVERAGE AREA

501c3 Tax Exempt
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