

DONOR BENEFITS



Why donate to MPT's auction? You'll reach the affluent PBS audience you seek

The 2018 Spring Auction is an online fundraising event to support the programming, broadcasting, and community outreach activities of Maryland Public Television (MPT). As Maryland's only media outlet providing a free statewide broadcast signal, MPT's local programming highlights the hidden treasures of our communities, bringing attention and tourism to areas across the state. Bringing together the citizens of Maryland and surrounding regions, our auctions offer great donor exposure to an eager bidding audience. Your contribution goes directly toward our mission of enriching lives and strengthening communities through the power of media.

ADVANTAGES

- Unique low cost marketing opportunity to increase brand visibility
- Showcase your company to widespread consumer market with our bidding audience from various backgrounds
- Gain valuable exposure while supporting public television
- Benefit from our extensive marketing plan that utilizes social media, website, and auction site opportunities to promote your business to the community
- Associate your brand with the high quality and strong public trust of PBS
- Donations are tax deductible up to the maximum amount allowed by law



Up to \$99

Link to your website on the auction bidding site

Item listed on bidding site with images & description

TULIP LEVEL



\$100 to \$299

Inclusion in an auction marketing email

Link to your website on the auction bidding site

Item listed on bidding site with images & description

LILY LEVEL



\$300 to \$499

Name & logo in rotating sponsor section of bid site

Inclusion in an auction marketing email

Link to your website on the auction bidding site

Item listed on bidding site with images & description

IRIS LEVEL



\$500 & above

Name & logo with link to your website on the MPT Auction website

Name & logo in rotating sponsor section of bid site

Inclusion in an auction marketing email

Link to your website on the auction bidding site

Item listed on bidding site with images & description

LILAC LEVEL

DONATION LEVELS

Please contact us if you have any questions. We would be happy to assist you in choosing an item or combination of items that will showcase your business to the fullest.

MPT NUMBERS

- 700,000 viewers weekly
- *mpt.org* received 3.7 million hits last year
- 85,000+ email distribution list
- 25% of broadcast hours are non-violent, commercial free children's programs
- 13,500+ Facebook followers

PBS STATISTICS

By donating, you're aligning your business with PBS values that America finds important.

- 1st in public trust (14 years straight)
- Safe and trusted place for children to watch television and visit online
- America's largest classroom with 120,000+ free learning tools and 68% of all kids 2-8 watching
- More trusted than other tv sources when it comes to news coverage and discussion of major issues
- Voted #1 place to look for the arts
- Rated excellent or good taxpayer value (on par with roads and bridges)
- 3 in 4 voters agreeing that federal funding should be increased or maintained at current levels

Ready to donate? Contact us at
auction@mpt.org | 410-581-4137

To ensure your item and associated donor benefits are properly listed, donations must be received no later than **April 27, 2018**.

All proceeds from the 2018 Spring Auction benefit Maryland Public Television, through the MPT Foundation (501(c)(3) #52 122 4503).

THANK YOU FOR YOUR SUPPORT!



**MARYLAND
PUBLIC
TELEVISION**