




## DONOR BENEFITS

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

The 2019 Fall 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 \$149**

Link to your website on the auction bidding site

Item listed on bidding site with images & description

**HARVEST LEVEL**




**\$150 to \$349**

Name & logo in rotating sponsor section of bid site

Link to your website on the auction bidding site

Item listed on bidding site with images & description

**AUTUMN LEVEL**



**\$350 to \$499**


Inclusion in an auction marketing email

Name & logo in rotating sponsor section of bid site

Link to your website on the auction bidding site

Item listed on bidding site with images & description

**PUMPKIN LEVEL**



**\$500 & above**

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

Inclusion in an auction marketing email

Name & logo in rotating sponsor section of bid site

Link to your website on the auction bidding site

Item listed on bidding site with images & description

**APPLE 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

- 1.3 million monthly viewers
- *mpt.org* received 3.7 million hits last year
- 85,000+ email distribution list
- 14,300+ Facebook followers
- 65,000+ voluntary members
- 50 years producing programs and serving our community

### PBS STATISTICS

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

- 1st in public trust (16 years straight)
- Parents name PBS Kids the most educational media brand for children
- Reaches 72% of all kids 2-8 years old
- Watched by 86% of TV households (that's 200+ million people)
- 71% agree PBS stations provide excellent value to communities
- Rated excellent or good taxpayer value by nearly 7 out of 10 voters
- Offers thousands of classroom resources for free
- Most trusted TV source for news and public affairs

**Ready to donate? Contact us at [auction@mpt.org](mailto:auction@mpt.org) | 410-581-4137**

To ensure your item and associated donor benefits are properly listed, donations must be received no later than **October 25, 2019**.

All proceeds from the 2019 Fall Auction benefit Maryland Public Television, through the MPT Foundation (501(c)(3) #52 122 4503).

**THANK YOU FOR YOUR SUPPORT!**