



VIRGIN ISLANDS PUBLIC BROADCASTING SYSTEM

2019 Crucian Christmas Festival Parades Underwriting Opportunities

*Live Coverage will begin at start of event and will be aired on
WTJX-TV Channel 12, and “streamed live” on
WTJX Facebook Page, and WTJX.org*

Underwriting on WTJX establishes top of mind awareness with the territories most desired demographic, one richly populated with affluent, educated consumers, business owners, decision makers, and community leaders. The Crucian Christmas Festival continues to bring thousands of visitors from the United States, Caribbean Islands and other international origins, Our hosts for the parades provide the best coverage hands down.

WTJX has been around for over 45 years and is a local, vital and trusted community service. Give back to your community through supporting non-profit broadcasting.

Packages for Live Coverage for the Children’s Parade on January 4,2019 and the Adult Parade on January 5, 2019

\$ 3000 for each event

- ❖ A 15 second spot(:15), at the beginning and end of each broadcast.
- ❖ A 15 second spot (:15), during all breaks at the top of the hour (every hour)
- ❖ The spots will be present on-line as we stream the parades locally and around the globe through our website and Facebook page, with the ability for our online audiences to chat with each other.
- ❖ Inclusion in all re-broadcasts of parades
- ❖ Mention in our Programming Guide magazine, Take Twelve and our websites

A \$1000 savings for underwriting both parades. Total for both Parades- \$5000

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