



**Current List of PBS Kansas City Partnerships**

	<i>SUPPORT AMOUNT</i>
Lyons	
North Newton	
Sedgwick County	
Valley Center	- \$5,000
Halstead	
Derby	
Bel Aire	- \$3,600
Haysville	
Wichita	
Kechi	- \$4,000
Cheney	- \$4,000



**City of Bel Aire: Benefits of City-Partnership with PBS Kansas.**

For the City of Bel Aire's support of \$ \_\_\_\_\_, PBS Kansas will provide the following media benefits from July 1, 2024, through June 30, 2025:

1. KPTS will produce and broadcast a minimum of two (2) profiles about the **City of Bel Aire** for broadcast on Positively Kansas with Sierra Scott. Each segment will air as part of **Positively Kansas**, six times per year on KPTS (includes repeats). **Value: \$9,400.00**
2. The City will continue to be branded at least two times per day with Channel 8's Station IDs with use of City's slogan and video of the City of Bel Aire. **Value: \$11,900.00**
3. As a City Partner, PBS KANSAS will provide the City (upon request) contractual video production services at a 50% discount for any video production work requested within the year of this agreement, as reflected in the dates of this partnership above. **Value determined upon request.**
4. As a benefit of our partnership, PBS KANSAS will produce and broadcast, a 30-second promotional spot about the City of Bel Aire for broadcast within the partnership year. The total number of spots to be broadcast is determined by the amount of the City's grant, divided by \$40.00 (discounted from \$130.00). Any additional :30 spots purchased within the partnership year will be billed at \$40.00 each. **Value: To be determined.**
5. Mayor of the **City of Bel Aire** will be invited to appear in a free 30-second spot that promotes the City and Channel 8 together. Spot runs approximately 1,092 times throughout the year. **Value: \$65,520.00**
6. City will be listed as a City-Partner on the PBS Kansas website, linked back to City's website. **Value: \$500.**
7. City may provide announcements of community events for our website by providing information on a regular and timely basis. The City may also have a **City of Bel Aire Night** during live pledge.
8. PBS KS will provide free technical consultation to the **City's** Access Channel upon request. **Priceless.**
9. All videos produced about the City of Bel Aire by PBS Kansas, will be available, upon request, for educational and/or promotional uses on the City's Access Channel, website, or social media platforms. **Priceless.**
10. City will receive one play of its :30 promotional spot either on the PBS Kansas Facebook, Twitter (X), LinkedIn, Instagram, or in the PBS Kansas e-newsletter within the partnership year. **Value: \$500.00**

*This document contains the entire Partnership Agreement between PBS Kansas and the City of Bel Aire.*

ACCEPTED

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Victor A. Hogstrom  
President & CEO, PBS Kansas

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Ted Henry  
City Manager, City of Bel Aire



## **FACT SHEET**

- **PBS Kansas is America's most trusted television brand**
- **PBS Kansas Channel 8 is 53 Years old.**
- **Reaches a weekly viewership of 400,000+ HHs throughout Kansas**
- **Viewers: Male – 45% and Females – 55% of audience**
- **Income: \$45 – 60K = 56%; \$65 – 99K = 24%; and \$101K+ = 23%**
- **Age: 18-49 = 17%; 50 -64 = 45% and 64+ = 38%**
- **Education: 1-3 years of college- 31% and 4+ years of college = 53%**
- **PBS Kansas is the Voice and Platform for Kansas as the only station with national, international, and outstanding local programs and documentaries.**
- **The only locally owned and most watched public television station in Kansas.**
- **PBS Kansas is the largest public television station in Kansas**
- **Statewide broadcast coverage is through the airwaves (8.1, 8.2, 8.3, 8.4), satellite, cable, and all standard streaming services.**
- **Ranks #1 as the safe and most trusted place to watch television.**
- **The #1 educational media brand for children with our 24/7 Kids Channel (8.4).**
- **Provides lifelong learning opportunities on all of our channels.**
- **Has the audience of decision makers with the buying power.**
- **Offers the largest educational, arts and cultural platform for Kansas.**
- **Offers the best “How To” programs**

## **BENEFITS OF SPONSORING**

- You reach decision makers
- Your message stands out
- You meet your marketing goals
- You associate with Seriously Good TV
- You become community focused