



TV6 Around Town

Proposal 1

1-hour Episode on Upper Michigan Today \$1,000

Includes:

Episode hosted on TV6+

TV6 Promos

Additional News coverage of the area

Optional Business Highlights: \$250 per business (limited to 4 businesses)

Proposal 2

Local Business Sponsors (4 month Commitment)

\$400 a month per business (\$850 value)

Includes:

:15 sec commercials for each business

Links to each business on Around Town page

Monthly TV Schedule per business:

1x TV6 Morning News 6a

1x TV6 Morning Repeat 7-9a

1x TV6 Early News 6p

1x TV6 News Tonight 7p

1x TV6 Late News 11p

500 TV6 Livestream Impressions



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Show:

TV6 Creative Services will direct a preproduced one-hour long show highlighting a local U.P. community. The show will be hosted by TV6's John and Audrey, hosts of Upper Michigan Today. The show will focus on local activities, attractions and everything that makes the community unique and that would draw visitors to the area. The show will air on Upper Michigan Today. After airing the episode will be available for streaming on TV6+.

The show can also have the option for up to four business segments. A business can pay \$250 to be a main feature during the show. Business highlights will talk with the owner and showcase the business and the products/services provided.

News:

TV6 News Team will feature "Around Town" segments during the week of and following the episode airing. News content will mainly be feature stories and non-business-related stories from around the community.

Sponsors:

Advertising opportunity for local businesses in the community at \$400 a month. Participating businesses will receive a monthly TV schedule featuring spots in the TV6 Morning, Early, Evening and Lates News programs. Each business will have their own :15 second commercial created. TV6 Creative Services will make two days available (separate from episode shoot) to get footage of participating businesses. Commercials will include an Around Town intro theme. Footage will include one exterior shot and two interior shots of each business. Each business script will be for overall branding and will not include special sales, deals or limited time offers.



TV6 Around Town Sponsor Sign-Up

\$400 per month (prepay)

Community: _____

1. _____
Business Name/ Email /Owner Signature

2. _____
Business Name/ Email /Owner Signature

3. _____
Business Name/ Email /Owner Signature

4. _____
Business Name/ Email /Owner Signature

5. _____
Business Name/ Email /Owner Signature

6. _____
Business Name/ Email /Owner Signature

7. _____
Business Name/ Email /Owner Signature

8. _____
Business Name/ Email /Owner Signature

9. _____
Business Name/ Email /Owner Signature

10. _____
Business Name/ Email /Owner Signature