

SPONSOR THE BEST DRAMAS ON TELEVISION
MASTERPIECE ON KVIE



MASTERPIECE



KVIE CORPORATE SPONSORSHIP OPPORTUNITY: MASTERPIECE

For more than 40 years, MASTERPIECE has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world's foremost actors. MASTERPIECE presents beloved programming from classics such as Bleak House, popular favorites Sherlock and Downton Abbey, mysteries including Endeavour and Wallander, as well as new hits Grantchester, Indian Summers, Poldark, and Wolf Hall

VICTORIA

Premiering January 2017, KVIE presents VICTORIA, a new series about the most powerful woman the world has ever known. Jenna Coleman (Doctor Who) stars as the young Queen Victoria at the outset of her epic reign, which set the stage for an entire era that would be named in her honor.

Following Victoria from her accession to the throne at age 18, through her education in politics, courtship and marriage, Victoria paints a portrait of a monarch who was raised to be the pawn of her powerful elders but who wasted no time in showing the empire who was in charge.



DOWNTON ABBEY

DOWNTON ABBEY on MASTERPIECE has returned to KVIE. Every episode from all six seasons. Watch it again, from the very beginning. The most popular series in MASTERPIECE's 45-year history and one of the most-watched dramas on television. This celebration features every enthralling moment from every episode of the unforgettable series. Savor all the romance, intrigue, heartbreak and happiness Downton provides.

MASTERPIECE airs Sunday evenings
Victoria airs Sundays at 9pm
Downton Abbey airs Saturdays at 9pm

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ON-AIR RECOGNITION

SPONSOR RECOGNITION SPOT: Recognition in a 10-second spot highlighting the local sponsors of MASTERPIECE.

MASTERPIECE: 100 spots at the open or close of evening airings of MASTERPIECE Or DOWNTON ABBEY.

200 ROTATOR SPOTS ON KVIE: between 4pm-11pm, Monday-Sunday over one year.

200 ROTATOR SPOTS ON KVIE2: between 7pm-11pm, Monday-Sunday over one year.

PRINT RECOGNITION

Recognition in KVIE print materials related to MASTERPIECE.

ONLINE RECOGNITION

Logo recognition in a KVIE weekly e-newsletter as a local corporate sponsor of MASTERPIECE (circulation 50,000+).

EVENT RECOGNITION

8 tickets to the MASTERPIECE On The River.

Recognition on all materials related to the event, including (but not limited to) the e-vite, RSVP webpage, event program, and day-of signage.

Verbal recognition of your sponsorship at the event.



SPONSORSHIP INVESTMENT:

Package with :30 spot - \$40,000

Package with :15 spot - \$25,000

Benefits are subject
to change

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ON-AIR RECOGNITION

SPONSOR RECOGNITION SPOT: Recognition in a 10-second spot highlighting the local sponsors of MASTERPIECE

MASTERPIECE: 70 spots at the open or close of evening airings of MASTERPIECE or DOWNTON ABBEY.

50 ROTATOR SPOTS ON KVIE: between 4pm-11pm, Monday-Sunday over one year.

50 ROTATOR SPOTS ON KVIE2: between 7pm-11pm, Monday-Sunday over one year.

PRINT RECOGNITION

Recognition in KVIE print materials related to MASTERPIECE.

ONLINE RECOGNITION

Logo recognition in a KVIE weekly e-newsletter as a local corporate sponsor of MASTERPIECE (circulation 50,000+).

EVENT RECOGNITION

6 tickets to the MASTERPIECE On The River sponsorship

Recognition on all materials related to the event, including (but not limited to) the e-vite, RSVP webpage, event program, and day-of signage.

Verbal recognition of your sponsorship at the event.

SPONSORSHIP INVESTMENT:

Package with :30 spot - \$25,000

Package with :15 spot - \$15,000

Benefits are subject
to change

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MASTERPIECE On The River

This ticketed event will be held April 2, 2017 at the home of KVIE supporter Marcy Friedman. The event will be attended by over 200 well-heeled & influential individuals who have discretionary income and support public television.

\$10,000 SPONSORSHIP

All benefits of the \$5,000 MASTERPIECE On The River event recognition (shown below).

ON-AIR RECOGNITION

- 50 :15 sponsor spots at either the open or close of MASTERPIECE on KVIE.
- 50 :15 sponsor spots at either the open or close of MASTERPIECE on KVIE2.

\$5,000 SPONSORSHIP

EVENT RECOGNITION

- Recognition in a 10-second spot highlighting the local sponsors of MASTERPIECE.
- Recognition on all materials related to the event, including (but not limited to) the e-vite, RSVP webpage, event program, and day-of signage.
- 4 tickets to the MASTERPIECE On The River reception.
- Verbal recognition of your sponsorship at the event.

ON-AIR RECOGNITION

- 20 :15 rotator spots from 7pm - 11pm on KVIE (Sponsor must use existing spot, FCC/KVIE compliant).
- 20 :15 rotator spots from 7pm - 11pm on KVIE2

ONLINE RECOGNITION

- Logo recognition in a KVIE weekly e-newsletter as a local corporate sponsor of MASTERPIECE (circulation 50,000+).

Benefits are subject
to change

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