

UNDERWRITING APPLICATION



LakeCAM is now offering local business a multi-media promotional opportunity at a very affordable rate.

By underwriting LakeCAM programming you are creating bonds between you and your neighbors and customers, establishing a positive image for your business, generating goodwill and earning trust within your community, and building name recognition through repeated exposure. Your investment in LakeCAM is tax deductible: LakeCAM is a 501(c)3 non-profit organization. *Speak with your C.P.A. or tax specialist for more details on tax deductibility of your donation.*

Business Name _____ Contact Name _____

Address _____ Phone _____

Website _____ eMail _____

Best time and way to contact _____

Here's how you can help support your local TV stationss and grow your customer-base.

Bulletin Board Messages

Bulletin Boards are 10 seconds in length and includes your company name, address, telephone number and website address. Your underwriting page can be custom designed to include photos, your corporate logo, slogan, and eye-catching graphics. *Daily rotation of bulletin boards on the public channel averages 25-40 times a day coming directly after a show ends and preceding the regular bulletins.*

✓	Type	Description	Term	Donation
	Bulletin Board		1 month	\$25.00
	Bulletin Board		3 month	\$50.00
	Bulletin Board		1 year	\$150.00*

**Updates available every 3 months, for an additional donation of \$25*

Video

Videos are 15-30 seconds. The spot is professionally produced, and can be hosted on our Vimeo site for embedding on your website. We will also upload the spot to You Tube, so it can get wider internet exposure. The video can include a description of your services or products. The announcement may not contain any qualitative descriptions (best selection/widest variety), price references or adjectives (best, convenient), or a call to action.

Daily rotation of the video will on the public channel coming directly after a show ends and preceding the regular bulletins.

✓	Type	Description	Term	Donation
	Level 1	Short PSA style video that will be produced in studio, with photograph and graphics.	1 month	\$100.00
			3 month	\$200.00
			1 year	\$750.00
	Level 2	Short video filmed at a local location of your choosing.	1 year	\$1,000.00**

*** Updates available every 3 months, for an additional donation of \$200 each.*

All Underwriting Levels will receive recognition on LakeCAM's Website and Facebook page.