

## **NCCS CH.11/Broadcast Underwriting** **For Local Businesses and Organizations**



### **Overview**

North Canton City Schools Television broadcasts to the North Canton community on Time Warner Cable, CH.11. The station is an extension of the Video-Journalism classes of Hoover High School. All original programs are produced by students, allowing them the opportunity to develop the skills they need to succeed in the field of film and television.

### **Our Mission:**

To promote and enhance **Academics, Arts, and Athletics** in the North Canton City School District through student-produced educational television, and to provide a real-world experience for our students to learn marketable career and life skills.

### **Broadcast Underwriting Opportunity**

NCCS CH.11 offers a unique marketing opportunity for local businesses and organizations to support the educational programming shown on our station. Sponsorship provides the following benefits:

1. Your business/organization will be listed as a proud supporter of NCCS CH.11 programming at the end of the following shows:
  - Sports: Select events such as boys and girls varsity basketball.
  - District Events: Televised events from around the school district including Top 25 Banquet, National Honor Society Induction, Alumni Banquet, Community Sing and Tree Lighting.
2. Your business/organization will be featured on the North Canton Message Board. Each supporting business/organization will have a full page graphic created with their name, phone number, location, and picture or logo. The message board runs continuously in between scheduled programs. Your graphic will appear for fifteen (:15) seconds at least 10 times daily on CH.11.
3. Our entire list of sponsors will also be added to the channel 11 website.

**Level 1 Sponsor:** \$500 for one semester, (5 months)  
September – January **OR** February- June

**Level 2 Sponsor:** \$1000 for two semesters, (12 months)  
September – June....**July-August complimentary!**

As loyal NCCS CH.11 viewers have come to expect, *ALL* of the shows produced by Hoover's award-winning Video-Journalism program strive to meet today's television industry standards for editorial content and technical production. In addition, they are always produced under the guidance of program instructors: Tom Wilson, Tim McCarty and Valeta Drake.

**Thank You!** Proceeds from your underwriting partnership will go directly to the Video Production program at Hoover High School and will help continue our efforts to promote and enhance Academics, Arts and Athletics in our community through quality educational television programming.

*See reverse side of this form for more information.*



## **Underwriting Benefits You Receive:**

### **1. Post Show Mentions:**

At the end of designated shows and special programming produced by Hoover's Video Journalism students, the following information will appear to recognize and thank you for your support:

"North Canton's own CH.11 is proudly supported by these local businesses:

ABCD Corporation...Smith and Company...and XYZ Inc."

To see a complete list of our sponsors, please visit the NCCS CH.11 website:

**[www.northcanton.sparcc.org/~tv11](http://www.northcanton.sparcc.org/~tv11)**

### **2. Message Board Graphic:**

Each sponsor will receive a full page graphic that will appear on the NCCS CH.11 message board system. Graphics will be inserted into the script so that they appear at random intervals throughout the day when regularly scheduled programs are not airing. Each graphic will appear a minimum of 5 times daily.



*Sample*

### **3. Website Links:**

All sponsors will be listed on our Ch.11 website, along with a link to your web page if you have one.

## **How to Become a Sponsor:**

For more information on how you or your business can support the programming shown on channel 11 in North Canton, please contact:

**Tom Wilson or Tim McCarty**  
**NCCS CH.11 Studios**  
**330-244-0401**

**Hoover High School**  
**525 7<sup>th</sup> Street**  
**N. Canton, Ohio 44720**

**On the web:**  
**[www.northcanton.sparcc.org/~tv11](http://www.northcanton.sparcc.org/~tv11)**



**Email: [tv11@northcanton.sparcc.org](mailto:tv11@northcanton.sparcc.org)**