



RAISE YOUR VOICE

Media Awards Celebration



hosted by TV Santa Barbara

ABOUT TV SANTA BARBARA

TV Santa Barbara believes that access plus expression equals power and creates **powerful media** that advances community. People being able to have a voice allows people to have the power to shape their community. We believe in supporting expression across a variety of perspectives, viewpoints and beliefs, including those from underrepresented segments of the population. People need to have access to a variety of ideas to be informed and open-minded.

Community expression on TVSB promotes the idea of an inclusive democracy through media.

We provide everyone in our community with access to media production technology for the creation, sharing, and consumption of knowledge and ideas. TV Santa Barbara provides the means for diverse individuals to tell their stories, hear each other's stories, and create new stories together so **what sets us apart may bring us together** as one community.

Our mission is to empower people to make media that matters. We do this by providing people with the knowledge, resources, and tools to create their own original programming.

TV Santa Barbara is all about community. We **help those who help others** by offering nonprofit organizations the tools to reach out, create awareness, and gain supporters for their work.

TV Santa Barbara is the place where **expression and the tools for execution meet**. We believe that creativity is vital to the soul of the community and every individual. We foster a safe environment for the development and expression of ideas. We provide training programs for all ages to learn how to use media to express their ideas.



The 805 Focus provides an opportunity for nonprofit organizations to discuss their organization's impact, build awareness for their mission, and reach the community to gain supporters.

Your support protects the right of people to speak and be heard in local media

- Since 2003, TV Santa Barbara has been the voice of the Santa Barbara community, providing connections for residents and the nonprofit community
- Two noncommercial, independent, channels carry up to **25 hours every week** of new original programming that connects residents with educational opportunities, civic discussions, health information, and more. **Nearly 10,000 hours of original programming** has been created by community producers since 2003.
- Through TVSB, local residents connect with elected officials, artists share their work, nonprofits discuss their mission and services, and community events and lectures reach more than 160,000 viewers in 55,000 households on cable. Our online video platforms received more than 37,000 views in 2016.

Your support invests people with technology

- Since 2003, local residents have spent more than 31,000 hours using media production resources and equipment to share the stories of our community.
- Local residents have taken advantage of more than 6,000 hours of training in media literacy and production since 2003.

Your support gives people a voice for community expression

- As reported by the Knight Commission, **“Information is as vital to our communities as roads, safe streets, water, and clean air.”**
- When the Central Coast’s Spanish-speaking news program went off the air, a group of local volunteers stepped forward to fill this void, providing the only Spanish-speaking news and commentary program on local television.
- People need to be able to access, evaluate, analyze, and create media. Youth gain skills and learn to communicate with purpose through our youth media program. Media training programs provided more than 55 adults and seniors with new skills in media production in 2016. These skills are needed for today’s workforce and democracy.

For more information on the awards, to become a sponsor, or to buy a table contact Courtney Frazer at MediaAwards@tvsb.tv, or via phone at 805.233.7752

TV Santa Barbara is a 501c3 media access center empowering people to make media that advances community.

Connect with people engaged in our community

Your support helps TV Santa Barbara to offer the following programs to the community.

You can empower nonprofit voices in our local media

“The 805 Focus” is a 15-minute interview program bringing issues and topics in our community into focus through in-depth discussions with nonprofit leaders about the work of their organizations in the community.

Public Service Announcement (PSA) Day is a one day event that provides nonprofit organizations with a quick and affordable opportunity to create a thirty second public service announcement promoting their organization and services.

Production and Programming services are offered to nonprofit organizations to provide coverage of local events, lectures, and discussions or to create informational programming for television. You can help to cover the production costs for programs like “Rotary – Serving Our Community”,



You can invest people with the knowledge to express their ideas

Youth Media programs provide youth with the skills to create and consume media, in addition to learning teamwork, problem-solving, and planning. **Scholarships** help youth from low-to-moderate income families to participate in the program. **Programs** are also provided for local youth organizations like Girls Inc, Boys and Girls Club, and United Way Passion Pursuits.

Documentary Intensive provides focused training for people in the community to learn how create powerful media to affect change in the community.

Nonprofit Intensive provides training and coaching to nonprofit organizations over the course of one year to learn media skills to apply to increase their mission impact.

You can strengthen diversity of viewpoints and increase local information in our media

Media Awards Celebration honors individuals and organizations who are building community dialogue and advancing community.

Community Media Access provides people with the tools and platforms to share creative expression, diverse viewpoints, and local information with the community.

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ABOUT THE EVENT

The Raise Your Voice Media Awards are the premier regional awards of merit that recognize the creators of outstanding and innovative multimedia content distributed on broadcast and online platforms that advances community. The mission of the Media Access Awards is to strengthen the community of media makers by promoting, recognizing and inspiring excellence in community content.

The Media Awards will be recorded for broadcast and distribution on-air and online.

DETAILS

Friday, August 25, 2017

Santa Barbara Maritime Museum

5:30 – 6:30 pm	VIP Reception
6:30 pm – 7:30 pm	Main Doors Open, Mix & Mingle, Silent Auction
7:30 pm – 9:30 pm	Dinner, Program & Awards

ATTIRE

Red Carpet Glamour is suggested

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Sponsorship Levels

\$5,000

Marquee Sponsor

- Top name/logo placement on all event materials including broadcast
- Key Logo placement on screen at event
- 1 year broadcast recognition on TVSB Channels 17 & 71
- 30 second public service announcement created by TVSB, broadcast for 6 months on TVSB 17 & 17
- Full page color ad in program
- Speaking opportunity at event
- VIP Reception Tickets for 10 guests
- Opportunity to present award to Honoree (will appear in the broadcast)
- Product placement in SWAG bags for all award winners & presenters (*Product provided by sponsor*)
- One (1) table of (10) guests in premiere seating area

\$2500

VIP Reception Sponsor

- Company logo/name recognition on all event materials
- Logo placement on screen at event
- One (1) year broadcast recognition on TVSB Channels 17 & 71
- 30 second public service announcement created by TVSB, broadcast for 6 months on TVSB 17 & 17
- ½ page color ad in program
- VIP Reception Tickets for 5 guests
- Product placement in SWAG bags for all award winners & presenters (*Product provided by sponsor*)
- Logo on wine glasses for the VIP lounge
- One (1) table of (10) guests in premiere seating area

\$2500

Red Carpet Sponsor

- Company logo/name recognition on event materials
- Logo placement at red carpet for photo opps at event
- One (1) year broadcast recognition on TVSB Channels 17 & 71
- 30 second public service announcement created by TVSB, broadcast for 6 months on TVSB 17 & 17
- ½ page color ad in program
- VIP Reception Tickets for 5 guests
- Opportunity to present award to Honoree (will appear in the broadcast)
- Product placement in SWAG bags for all award winners & presenters (*Product provided by sponsor*)
- One (1) table of (10) guests in premiere seating area

\$1500

Media Mogul Sponsor

- Company logo/name recognition on event materials
- Six (6) month broadcast recognition on TVSB Channels 17 & 71
- 1/4 page color ad in program
- VIP Reception Tickets for 2 guests
- Product placement in SWAG bags for all award winners & presenters (*Product provided by sponsor*)
- One (1) table of (10) guests in premiere seating area

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- \$1000 Table Sponsor**
- Name listing in program as a table sponsor
 - VIP Reception Tickets for 2 guests
 - One (1) table of (10) guests in premiere seating area

- \$500 Star Sponsor**
- Name listing in program as a sponsor
 - VIP Reception Tickets for 2 guests
 - 4 tickets to Media Access Awards

- \$250 Premiere Sponsor**
- Name listing in program as a sponsor
 - VIP Reception Tickets for 2 guests
 - 2 tickets to Media Access Awards

- \$125 Spotlight Sponsor**
- Name listing in program as a sponsor
 - VIP Reception Tickets for 1 guest
 - 1 ticket to Media Access Awards

- \$75 General Admission Ticket**
- 1 ticket to Media Access Awards

Program Book Acknowledgements

Offer a congratulations to one of the Award Winners and/or business recognition!

Full page	\$500
½ page	\$250
¼ page	\$125

Silent Auction Sponsor

Donate an item for the Silent Auction and receive an acknowledgement in the program as a silent auction sponsor.

SPONSORSHIP RESERVATION FORM

Thank you for supporting **Raise Your Voice**, the 3rd annual Media Awards hosted by TV Santa Barbara, scheduled for Friday, August 25, 2017 at the Santa Barbara Maritime Museum.

Please complete this form and email it to MediaAwards@tvsb.tv or mail it to TV Santa Barbara at 329 S. Salinas Street, Santa Barbara, California 93103

Company: _____ Contact Name: _____

Street: _____ City: _____

Phone: _____ Email: _____

SPONSORSHIP INFORMATION

We wish to underwrite/sponsor the _____ Awards at the level indicated: (Check one)

- Marquee Sponsor \$5,000
- VIP Reception Sponsor \$2,500
- Red Carpet Sponsor \$2,500
- Media Mogul Sponsor \$1,500
- Table Sponsor \$1,000
- Star Sponsor \$500
- Premiere Sponsor \$250
- Spotlight Sponsor \$125
- General Admission \$75

PROGRAM BOOK ACKNOWLEDGEMENT

- Full Page Ad \$500
- ½ Page Ad \$250
- ¼ Page Ad \$125

- YES, I would like to donate _____ to be included in the SWAG Bags
- YES, I would like to donate _____ to be included in the Silent Auction

- Check/money order of \$ _____ is enclosed. Checks can be mailed to TV Santa Barbara at 329 South Salinas Street, Santa Barbara, CA 93103
- My pledge of \$ _____ is made. TVSB will invoice within 15 days of pledge date.
- Please charge my MC / VISA / AMEX in the amount of \$ _____

Credit Card Number: _____ Exp Date ____/____ Sec Code _____

Cardholder Name: _____

Signature: _____

Billing Address: _____

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