

# READ MORE ABOUT DONOR BENEFITS



## Why donate to MPT's auction? You'll reach the affluent PBS audience you seek

The Spring Auction is an online fundraising event to support the programming, broadcasting, and community outreach activities of Maryland Public Television (MPT). As Maryland's only media outlet providing a free statewide broadcast signal, MPT's local programming highlights the hidden treasures of our communities, bringing attention and tourism to areas across the state. Bringing together the citizens of Maryland and surrounding regions, our auctions offer great donor exposure to an eager bidding audience. Your contribution goes directly toward our mission of enriching lives and strengthening communities through the power of media.

### ADVANTAGES

- Unique low cost marketing opportunity to increase brand visibility
- Showcase your company to widespread consumer market with our bidding audience from various backgrounds
- Gain valuable exposure while supporting public television
- Benefit from our extensive marketing plan that utilizes social media, website, and auction site opportunities to promote your business to the community
- Associate your brand with the high quality and strong public trust of PBS
- Donations are tax deductible up to the maximum amount allowed by law

### READY TO DONATE?

Contact us at [auction@mpt.org](mailto:auction@mpt.org)

To ensure your item and associated donor benefits are properly listed, donations must be received no later than **April 25, 2023**.

### THANK YOU FOR YOUR SUPPORT!

All proceeds from the 2023 Spring Auction benefit Maryland Public Television, through the MPT Foundation (501(c)(3) #52 122 4503).



MARYLAND  
PUBLIC  
TELEVISION



#### Up to \$249

- Name listed in sponsor section of bid site and MPT Auction site
- Link to your website on the auction bidding site
- Item listed on bidding site with images & description

#### TULIP LEVEL



#### \$250 to \$499

- Inclusion in an auction marketing email
- Name & logo in sponsor section of bid site and MPT Auction site
- Link to your website on the auction bidding site
- Item listed on bidding site with images & description

#### LILY LEVEL



#### \$500 & above

- 30-60 second video spot to be used in promotion of the Spring Auction
- Inclusion in an auction marketing email
- Name, logo, & narrative in sponsor section of bid site and MPT Auction site
- Link to your website on the auction bidding site
- Item listed on bidding site with images & description

#### IRIS LEVEL

### DONATION LEVELS

Please contact us if you have any questions. We would be happy to assist you in choosing an item or combination of items that will showcase your business to the fullest.

### MPT NUMBERS

- 1.3 million monthly viewers
- 2.4+ million page views of MPT's primary websites
- 118,000+ email distribution list
- 19,800+ Facebook followers
- 71,000+ members
- 53 years of serving our community

### PBS STATISTICS

By donating, you're aligning your business with PBS values that America finds important.

- #1 institution in national study of public trust (19 years straight)
- PBS Kids is rated the most educational media brand
- PBS Kids reaches more children than any other children's network
- PBS is watched by 75% of TV households (that's 180+ million people)
- 66% agree PBS stations provide excellent value to communities
- Rated excellent or good taxpayer value by nearly 7 out of 10 voters
- Offers thousands of classroom resources for free
- Most trusted news and public affairs network