

DONOR BENEFITS

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

The Fall 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



Up to \$149

Link to your website on the auction bidding site

Item listed on bidding site with images & description

HARVEST LEVEL



\$150 to \$349

Name & logo in rotating sponsor section of bid site

Link to your website on the auction bidding site

Item listed on bidding site with images & description

AUTUMN LEVEL



\$350 to \$499

Inclusion in an auction marketing email

Name & logo in rotating sponsor section of bid site

Link to your website on the auction bidding site

Item listed on bidding site with images & description

PUMPKIN LEVEL



\$500 & above

Name & logo with link to your website on the MPT Auction website

Inclusion in an auction marketing email

Name & logo in rotating sponsor section of bid site

Link to your website on the auction bidding site

Item listed on bidding site with images & description

APPLE 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

- 1.17 million monthly viewers
- 3.5+ million page views of MPT's primary websites
- 115,000+ email distribution list
- 18,800+ Facebook followers
- 72,000+ members
- 52 years of serving our community

PBS STATISTICS

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

- 1st in public trust (18 years straight)
- PBS Kids is rated the most educational media brand
- Reaches 72% of all kids 2-8 years old
- Watched by 86% of TV households (that's 200+ million people)
- 71% 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

Ready to donate? Contact us at auction@mpt.org

To ensure your item and associated donor benefits are properly listed, donations must be received no later than **October 25, 2021**.

All proceeds from the 2021 Fall Auction benefit Maryland Public Television, through the MPT Foundation (501(c)(3) #52 122 4503).

THANK YOU FOR YOUR SUPPORT!



**MARYLAND
PUBLIC
TELEVISION**