



## OPPORTUNITIES FOR COMMUNITY CORPORATE UNDERWRITING AT LMC-TV

LMC-TV is seeking businesses in Larchmont-Mamaroneck that are interested in the opportunity to contribute to our station's mission of facilitating the free expression of community residents politically, socially and artistically. For those who support LMC-TV with underwriting, LMC-TV will air their messages of support, similar to PBS announcements of underwriting, in time gaps before and after regular scheduled programming including municipal meetings, school board meetings, community sports program games and community shows.

The messages will include the supporters name, address, phone number and a brief message of what they do. The message of what the underwriter does will be related (if possible) to LMC-TV and/or the Larchmont-Mamaroneck community. In keeping with LMC-TV's mission as a non-profit media outlet, the messages will not be "calls to actions" as in an advertisement that asks the viewer to patronize a business or buy a product. The production of the messages will be done by LMC-TV or by the underwriter. The final message must be approved by LMC-TV and the underwriter. The cost of the production of the message is included in the underwriting grant to LMC-TV.\*

LMC-TV is a federally tax-exempt non-profit corporation and as such all underwriting grants are fully tax deductible.

LMC-TV is seeking the following levels of underwriting support with an acknowledgment commensurate in length to the support level:

\$300/year – 10 second bulletin board ad with voiceover & music

\$500/year – 15 second ad with still shot, graphics voiceover & music

\$1000/year – 30 second ad combo stills & video, voiceover & music

All messages will play throughout LMC-TV daily programming as interstitial programming, that is, in places where there is a natural break between regularly scheduled LMC-TV programming. Messages will play for one year.

For further information, please call Erik Lewis, Executive Director of LMC-TV, 740 West Boston Post Road, Suite 311, 914 381-2002 x201.

- **An underwriter will be allowed one opportunity to approve the final message (one "fix"), after which the underwriter will bear the cost of additional production of their message.**