



## **Lakefront TV Programming Sponsorship**

### **Sponsorship Proposal**

**Contact: Traci Brosman  
Programming Manager  
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Lakefront TV  
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# Lakefront TV - Connect with Lake County

Lakefront TV is the only public television destination featuring a full-time schedule of programming for and about communities in Lake County. Created in 2005, the channel has grown increasingly popular among an estimated 70,000 potential viewers across three local cable television systems and others watching live streaming on the Internet.

Favorites like *Lake County Courts* with Judge Donna Miller, *Back of the House* featuring some of this area's best restaurants and the *Daily Commercial Forum* – a roundtable discussion of today's current topics with government and community leaders – offer unique and insightful views of life in Lake County.

*Dining with the Doctor*, *Doc Talk*, *Hometown Health* and *Living Well* provide health and medical information from the area's top doctors and hospitals. *World Wellness Education* features uplifting and inspiring stories from local residents and health professionals faced with extraordinary life challenges.



*Salute* is a weekly talk show dedicated to military veterans. *Arts and Entertainment* showcases theater and music performances, art displays and other attractions from across Lake County. *Living in the L.C.* highlights public schools with programming created by local students.

Now Lakefront TV is adding even more shows including *Central Florida Gardening* with popular green thumb Tom MacCubbin, *Healthy Connections* for seniors, *Active Lifestyles Exercise* and *Kids Shape It Up*.

## Production Overview

Lakefront TV is operated by the City of Leesburg under a franchise agreement between local cable television companies and the State of Florida. The existing studio and production facilities are located at 204 N. Fifth Street across from Leesburg City Hall.

The channel reaches cable television customers in Lake County and The Villages retirement community on Comcast channel 22, BrightHouse channel 199 and Florida Cable channel 4. Programming also is streamed live on the Internet from Lakefront TV's web site, [www.lakefronttv.com](http://www.lakefronttv.com).

Comcast presents Lakefront TV 24 hours a day on a dedicated channel reaching viewers in north Lake County and The Villages. Lakefront TV appears 12 hours a day on a channel shared with Lake-Sumter Community College for BrightHouse in south Lake County and Florida Cable in central Lake County.

Lakefront TV programs are scheduled 24 hours a day with new episodes premiering weekly. The current week's shows appear daily from 6 a.m. to 12 a.m. The previous week's shows appear during overnight hours from 12 a.m. to 6 a.m.

Most shows run between 30 minutes to one hour long and appear three times during the daytime schedule – typically in the morning, afternoon and evening hours to best reach as many viewers as possible. Combined with the overnight schedule, shows can be presented six to eight times every 24 hours.



## Sponsorships and Donations

Because Lakefront TV is a government-operated public access channel, it is restricted from selling the typical advertising commercials found on commercial channels.

Operations are funded primarily through public funding from the City of Leesburg. Local companies including Central Florida Health Alliance, Florida Hospital Waterman and United Southern Bank also provide some programming sponsorship.



Public access systems can run certain kinds of underwriting spots to recognize financial contributors who sponsor programs or make donations to support the channel's overall operations. These promotional spots are a great way to market your business or organization while showing your support for public programming in Lake County.

While complying with Federal Communications Commission regulations for non-commercial television, these promotional spots can look very much like those on commercial channels. Public television spots typically include these elements:

- The underwriter's business or organization name
- How long your business has operated in the area
- Your business location, address and/or phone number
- A value-neutral description of the business or organization
- Trade names, products or services that identify the underwriter
- Third party names, corporations or sponsors cannot be included
- An established corporate slogan that complies with all FCC regulations found in Section 399B of the Federal Communications Act of 1934, and sections 73.504(d) and 73.503(e), FCC 2D 255 (1994)

Upon request, Lakefront TV can provide you with a video disc with examples of existing underwriting spots created by current financial contributors. Contact Traci Brosman, Lakefront TV's Program Manager at 352-455-1025.

## Why Support Lakefront TV?

Lakefront TV has a devoted following of viewers who enjoy programming about their community. It also captures the attention of channel surfers looking for something different from typical cable television fare.

The channel reaches residents and businesses all over Lake County and The Villages retirement community with simple, unbiased, educational, entertaining and positive programming with a real hometown feel.

Lakefront TV is television created just for Lake County. It offers you incomparable visibility and exposure to homes and businesses – virtually thousands of potential customers – in north and south Lake County. Programming sponsorship with Lakefront TV is among the most affordable and effective ways to reach your target audience. Plus viewers will have a positive impression of knowing that you support television about their community.

## Proposal for Sponsorship

As a programming sponsor you would bring *World Wellness Education* or *Eating in the Raw* to Lakefront TV while also promoting sponsor to thousands of daily viewers across Lake County.

*World Wellness Education* television shows educate, encourage and inspire people to live a little bit healthier one story at a time.

There are currently have nineteen episodes completed with approximately 26 new episodes being taped every year. The show host, Traci Brosman, interviews individuals who share their story on how they overcame a particular illness and became healthy. Each episode ends with a five minute wellness tip that the television viewer can practice in their life.



A new program *Eating in the Raw* show will feature a different Raw Food Chef on each episode. A new recipe will be prepared on each show with a discussion of the different benefits of eating foods dense in nutrition. This show will also have 26 episodes taped annually.

Promotional spots would appear at the beginning and end of each show. Each spot is 30 seconds long.

The promotional spots will appear a total of 8 times a day (two spots per show). Your message will appear up to 248 times a month or 2,920 times during the course of a year.

Programming sponsorship for *World Wellness Education* or *Eating in the Raw* is only \$500.00 a month, or \$6,000 for 12 months. The contribution will help Lakefront TV and World Wellness Education to cover operational costs.

Sponsor will need to produce promotional spots at its own cost. Bruce Marcho director and editor for the *World Wellness Education* show has agreed to provide promotional spots to sponsor for \$250.00 if

spot is shot at Lakefront TV or \$350.00 if spot is shot at sponsors location. Sponsor will retain all rights to spot.

Sponsor has the choice to sponsor *World Wellness Education* or *Eating in The RAW* for any length of time – preferably at least one quarter. Daily show times will remain the same during the term of the programming sponsorship to encourage return viewers and to allow scheduling of video recording devices. *World Wellness Education* and *Eating in The RAW* show times will appear in Lakefront TV’s cable television menu schedules and online schedules available at [www.lakefronttv.com](http://www.lakefronttv.com).

*World Wellness Education* or *Eating in The RAW* will also be promoted on Lakefront TV and alongside other shows listed in print advertisements to run twice a week in the Daily Commercial newspaper.

If you have any questions, please contact me anytime at 352-455-1025.

Thank you,

Traci Brosman  
Program Manager/Associate Producer  
Lakefront TV