



VISION MAKER M E D I A

MEDIA KIT

To Our Friends,

Thank you for your time in considering sponsoring Vision Maker Media. This *Sponsorship Media Kit* will answer any questions you may have. Included is our podcast, website, e-newsletter, Public Television, and custom sponsorship opportunities.

Our audience includes PBS viewers which are served by 354 PBS-member stations throughout the U.S. PBS viewer demographics are well-received, as the majority of Public Television viewers are educated and have more buying power behind their commitment to quality and excellence. Viewers believe that underwriters are usually leaders in their industry. We provide a highly targeted audience with which to share your organization's message.

If you have any questions, please feel free to call me.

Regards,
Jessica Kinser, Marketing Director, Vision Maker Media
402-472-8607 | jessica.kinser@unl.edu



Your Sponsorship Supports Education

Vision Maker Media is a nonprofit 501(c)(3) organization. Nonprofit organization doesn't mean that we don't make money. It means the money we make goes back to support our educational mission of sharing Native stories with the world by advancing media that represents the experiences, values, and cultures of American Indians and Alaska Natives.

We believe we can make a positive change in the world by bringing online media and educational videos to audiences in schools, communities, and your home.

Online at www.visionmakermedia.org/education, you'll find Educational and Viewers Guides to enhance the impact and learning experience of Vision Maker Media documentaries. We work with Public Television stations across the nation in developing content for PBS Learning Media available at www.pbslearningmedia.org.

Benefits of Becoming a Sponsor

- Reach a nationwide audience (from students and young adults to teachers, Tribal leaders, policy makers, business owners, trend setters, and filmmakers just to name a few)
- Drive traffic to your website
- Your message is tied to the podcast for life—with 400,000 cumulative downloads/streams each year and steadily increasing!
- Creative Services¹ at no additional charge to you
- Save time and resources by targeting your transmedia message to potential new customers
- Choose the marketing package that is right for you with our à la carte underwriting selections
- Cost-effective and tax-deductible², your sponsorship helps Vision Maker Media share Native stories with the world
- You have the option to record your message in a Native language(s) to express your commitment to the revitalization of American Indian and Alaska Native languages.

PODCAST OPPORTUNITIES

The *Producer Profile* is a monthly podcast that features an interview with a Native filmmaker discussing exciting projects. The Producer Profile is available for download from Vision Maker Media's website or iTunes®.

Native Sounds is a monthly podcast that features Native musicians, artists, and leaders. Available on-demand, you can download and listen on the go!

Choose Your Sponsorship Level

The Deal	The Steal	The Complete Package
Creation of one (1) podcast audio opening tag (length: 15 seconds) for one (1) podcast.	Creation of one (1) podcast audio closing tag (length: 15 seconds) for one (1) podcast.	Creation of one (1) podcast audio opening tag and closing tag (length: 15 seconds/ea.) for one (1) podcast. Choosing this option guarantees sole sponsorship of the podcast.
\$600	\$500	\$1,000

Buy More at Once and Save

Spend \$3,000 in one (1) non-custom sponsorship contract and receive 10% off your total contracted amount. Nonprofits save 10% off all sponsorship placements. The contracted amount value may be a combination subtotal from Vision Maker Media's various à la carte opportunities such as our website and e-newsletter sponsorship offerings.

¹ Please refer to page 5 for more details

² Creative Services are not tax-deductible

WEBSITE OPPORTUNITIES

Visionmakermedia.org is your source for Native media! The user-interface is designed with target audiences in mind, offering content to "Watch," "Listen," "Interact," "Stations," "Filmmakers," "Educators," and "Shop" among our menu of services.

Choose Your Sponsorship Level

Resource Webpages ³	Shopvisionmaker.org Webpages
Duration: One (1) month	Duration: One (1) month
Presence of your organization's logo/digital ad creative with corresponding clickable URL link on the Vision Maker Media resource webpages.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link on www.shopvisionmaker.org DVD catalog webpages.
\$800	\$1,000

Technical Specifications

Size: 195 px x 195 px

Color: 4-color, RGB

Resolution: 150 dpi (minimum; may not exceed 300 dpi)

Digital Ad Type: Static or Rotating .gif (max frames = 4, 3 loop limit, max file size = 15 k)

File Formats Accepted: .png or .jpeg for static ads; .gif for rotating ads

Load Time: May not take more than 2 seconds over a 56k Internet connection

Buy More at Once and Save

Spend \$3,000 in one (1) non-custom sponsorship contract and receive 10% off your total contracted amount. Nonprofits save 10% off all sponsorship placements. The contracted amount value may be a combination subtotal from Vision Maker Media's various à la carte opportunities such as our website and e-newsletter sponsorship offerings.



³ Does not include homepage. Contact Jessica Kinser for more information if you are interested in a homepage sponsorship.

E-NEWSLETTER OPPORTUNITIES

Vision Maker Media takes pride in keeping Indian Country informed on what's happening in Native media. Each month, Vision Maker Media distributes three e-newsletters to our opt-in subscribers—which can also serve as a highly targeted audience to share your organization's message with.

Choose Your Sponsorship Level

Shop Vision Maker E-Newsletter	General E-Newsletter	Producer E-Newsletter
Distributed Monthly - One-Time Insertion	Distributed Monthly - One-Time Insertion	Distributed Monthly - One-Time Insertion
Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the Shop Vision Maker E-Newsletter.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the Vision Maker Media General E-Newsletter.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the Producer E-Newsletter.
Audience Reach: 11,000+ Subscribers	Audience Reach: 10,000+ Subscribers	Audience Reach: 5,000+ Subscribers
\$1,250	\$1,000	\$800

Technical Specifications

Size: 146 px x 146 px

Color: 4-color, RGB

Resolution: 150 dpi (minimum; may not exceed 300 dpi)

Digital Ad Type: Static

File Formats Accepted: .png or .jpeg

Load Time: May not take more than 2 seconds over a 56k Internet connection

PUBLIC TELEVISION DOCUMENTARY UNDERWRITING

Sponsor a Vision Maker Media Program for PBS National Broadcast

Each year, Vision Maker Media awards up to \$500,000 in production contracts to independent producers and Public Television stations to produce programming by and about Native Americans for use by PBS stations. This covers only a portion of the cost of production for PBS. Your sponsorship of one or more of our many upcoming programs will help fund these engaging Native stories so that they may be shared with communities nationwide. Your sponsorship will be linked to the documentary program broadcast and DVD for life! Sponsoring a documentary is a highly strategic way to reach your audience. Contact Jessica Kinser today at jessica.kinser@unl.edu or 402-472-8607 to see if an upcoming documentary peaks your interest.

CREATIVE SERVICES

Vision Maker Media Can Produce Your Promotional Message

Our project management team keeps you informed from concept to completion making sure that the project is on time, on budget, and on par with delivery specifications and expectations.

All Vision Maker Media podcast opening and closing tags, as well as static digital ad creative is designed in-house at Vision Maker Media free-of-charge for up to three hours of design work. The three hours of creative services* are offered complimentary but sponsors may also submit creative work directly to Vision Maker Media that meets nonprofit 501(c)(3) guidelines. Pending the sponsor's approval of the ad work, the creative is posted for scheduled distribution.

Special Projects

Vision Maker Media also offers creative services for both large and small custom media projects outside of our podcasts and digital ad offerings. Please contact us via email at visionmaker@unl.edu with details of the proposed project and your contact information so that a Vision Maker Media representative may contact you to discuss the scope of work and pricings. Nonprofits are eligible for a discount on custom media project services.

If you'd like to see examples of previous custom media projects similar in scope to your proposed project, please contact us at visionmaker@unl.edu.

Special Project Opportunities
Event Coverage Services
Short Promotional Video Production Services
PSA Production & Distribution Plan Services
Podcasts
Social Media - Facebook, Twitter, Pinterest, Tumblr

**The three (3) hours of complimentary creative services only applies to paid sponsorships. After the three (3) hours, Vision Maker Media will notify organization of allotted hours fulfillment and will invoice the organization for \$50 per each additional hour of creative services department labor. Creative services offering does not apply to rotating .gif digital ad creation.*



"Your analysis of the proposals and constructive feedback was really important in helping people learn from this experience and think more critically about using digital tools in their work."

— Adam Brueggemann, Program Manager | Institute for Emerging Issues, North Carolina State University

Sponsorship Guidelines

- All podcast tags for sponsorships will begin with:
"Vision Maker Media programming support comes from <your company name>"
The remaining 15 seconds of the underwriting announcement offers the opportunity to identify your company or organization through the use of:
 - Established slogans that identify, but do not promote
 - Location, hours of operation, phone number and/or address
 - Value-neutral description of the business
 - Trade names, products, or services that identify the underwriter
 - Web URL
- All podcasts will include a final closing tag listing Vision Maker Media's major funders such as the Corporation for Public Broadcasting, unless the sole sponsorship additional option is selected. Sole sponsorship option only available on podcast offerings.
- Podcast opening and closing tags remain with that particular podcast for the life of the podcast.
- Vision Maker Media reserves all ownership rights to voice overs and digital ad creative created at Vision Maker Media until after the sponsorship agreement is complete.
- Due to Vision Maker Media being a nonprofit 501(c)(3), we follow nonprofit sponsorship guidelines. Under these guidelines, underwriting copy and digital ad creative may not include:
 - Superlatives
 - Calls-to-action (direct or implied)
 - Inducement to buy, rent, or lease
 - Qualitative or comparative language

Term of Contract

The term of the contract will be determined according to contributor's needs and availability. If none of the à la carte items exactly fit your needs, please let Vision Maker Media know so that we may work with you to tailor a solution better fit for your overall marketing plans.

Vision Maker Media has the right to refuse sponsorship from any company or organization that may be offensive to our audiences or that may reflect poorly on us or our funders.



Vision Maker Media, a nonprofit 501(c)(3), receives major funding from the Corporation for Public Broadcasting.

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