

# KirklandTV

TUNE IN - LOG ON

## S P O N S O R   K I T   2 0 1 1

The **City of Kirkland** is committed to enhancing Kirkland as a community for living, working and leisure, with an excellent quality of life that preserves the City's existing charm and natural amenities. The City welcomes partnership opportunities that are consistent with and appropriate to the City's mission and lines of business and enhance the delivery of City services.



**Let us hear from you.**

## Kirkland TV Tune in, Log-on

123 Fifth Avenue

Kirkland, WA 98033

425-587-3207

Email: [KirklandTV@ci.kirkland.wa.us](mailto:KirklandTV@ci.kirkland.wa.us)



### Comcast:

KGOV - Channel 21

KLIFE - Channel 75

### Frontier:

KGOV - Channel 31

KLIFE - Channel 32

[www.ci.kirkland.wa.us/tv](http://www.ci.kirkland.wa.us/tv)

## **Sponsor Kirkland TV**

### **Become a Kirkland TV Partner and Support Award Winning Services.**

- Sponsoring Kirkland TV is an effective and affordable complement to your existing marketing efforts.
- Partnering with Kirkland TV allows your message to be heard in a commercial free environment.
- As a Kirkland TV Partner you reach a target audience of people who care about community and the economic development of the city and;
- Depending on the level of your partnership, your message will also be seen on more than one channel.



### **What's in it for you?**

1. Kirkland plus more; more coverage of our local government than other stations in the Greater Seattle Area. Programs are streamed on the web and have been accessed from around the world; are available on demand and aired in other communities.
2. Loyal viewers who are active in their community and passionate about Kirkland.
3. Partner with the community and share your success. Be an involved business partner and supporter of local government.
4. Quality programming - years of award winning programs.
5. Local coverage - your source for information about Kirkland happenings and much more!
6. Show you are an involved business partner and supporter of local government by displaying City of Kirkland TV logo on your website.

Your support of Kirkland TV sends a distinct message to viewers that you are committed to the importance of quality of life and open government. Make your marketing dollars work for you and become a Kirkland TV Partner today!

## Viewer comments:

"A great and easy way to be informed, up-to-date, involved citizen of Kirkland is to tune in to the Kirkland channel." G.G. Getz

"I love Currently Kirkland! Just when I think I know everything there is to know about Kirkland the show gives me new layers. It's diverse and upbeat and interesting and always leaves me with a sense of - who knew." Penny Sweet

"I check out the City Council agenda, identify the topics I have an interest in and watch the meetings on television, listening only to the parts I'm interested in from the comfort of my home."

Norm Storm



## Demographics

- Kirkland TV reaches 85% of our population.
- Our viewers are active in their communities and aware of the issues that affect their lifestyles.
- Sixty-five percent of our viewers are in the age range of 36 – 65, an age group that carries massive spending influence in today's economy.
- Our viewers want to know about the issues that impact their lives and Kirkland TV delivers with accurate and timely information.

### Age of our viewers:

18% are 66 +  
44% are 46-65  
21% are 36-45  
16% are 26-35  
1% is under 26

### Education:

14% have a graduate degree  
33% have a bachelor's degree  
7% have an associate degree  
25% have some college  
16% have a diploma

### Race/Ethnicity:

85% White  
8% Asian/Pacific Islander  
4% Hispanic/Latino  
3% Other  
2% Black  
.5% Native American

### Household Median Income:

\$60,332

## Sponsorship Rate Card

<b>Level I</b> \$240 per month	<b>Level II</b> \$480 per month	<b>Level III</b> \$680 per month	<b>Level IV</b> \$880 per month	<b>Level V</b> \$965 per month (3 month commitment)
Listing on our sponsor page				
Audio, logo, address, telephone and website address				
15 seconds onscreen credit at beginning of program	15 seconds onscreen credit at beginning of program	15 seconds onscreen credit at beginning of program	15 seconds onscreen credit at beginning of program	15 seconds onscreen credit at beginning of program
10 spots				
One Channel				
	10 additional spots	10 additional spots	10 additional spots	10 additional spots
		15 seconds onscreen credit at end of program	15 seconds onscreen credit at end of program	15 seconds onscreen credit at end of program
			20 additional spots	20 additional spots
				Your name in the Event Program as a Community Supporter of the Northwest Senior Games

## Sponsor Contribution

- Sponsor contribution includes basic Message Design Package for cable, print and web creative elements. New designs required every two (2) years to keep the channel looking fresh.
- Listed rates are based on packages.
- Month-to-month sponsorships are accepted at an added cost of 20%.
- Payments must be received 30 days in advance of airing.
- Contact us for custom quotes for event promotions or other Sponsorship opportunities and partnerships.

## Productions

Kirkland TV has 30 different shows that air during the month; seven are produced by Kirkland TV (see the list below). Our viewers find our shows to be informative and entertaining.

"It was a wealth of good information and very moving and just an excellent production." *Gary Crawford*

"It meant a lot to see it and ..it brought a little tear to my eye, because you're not really aware of that..what's going on..I want to watch it again." *Joanna Hancock*

"A lively, entertaining presentation" *Judge, Pegasus Award*

These productions are also available on demand via web [http://www.ci.kirkland.wa.us/depart/TV/Video\\_On\\_Demand.htm](http://www.ci.kirkland.wa.us/depart/TV/Video_On_Demand.htm)



## Awards

- 2008 Pegasus Award of Excellence – “We’ve Got Issues – Pedestrian Safety
- 2008 Pegasus Award of Excellence – “Excel as a Pedestrian”
- 2008 Pegasus Award of Excellence – “Elder Abuse, Neglect, Self Neglect”
- 2008 Telly Award, Public Service, Silver - “Elder Abuse, Neglect and Self Neglect”
- 2008 Telly Award, Health and Wellness, Bronze - “Elder Abuse, Neglect and Self Neglect”
- 2008 International Safety Media Awards, Merida, Mexico, Short Video Silver Award - “We’ve Got Issues Pedestrian Safety”
- 2008 NATOA, Government Programming Awards, First Place, Community Awareness - “Graffiti Removal Program”
- 2008 NATOA, Government Programming Awards, Second Place, Use of Humor - “Excel as a Pedestrian”
- 2008 NATOA, Government Programming Awards, Second Place, Public Education - “We’ve Got Issues Pedestrian Safety”
- 2008 NATOA, Government Programming Awards, Third Place, Public Education - “Elder Abuse, Neglect and Self Neglect”
- 2008 NATOA, Government Programming Awards, Honorable Mention, Seniors - “Excel as a Pedestrian”
- 2008 NATOA, Government Programming Awards, Honorable Mention, Public Education - “Graffiti Removal Program”
- 2008 NATOA, Government Programming Awards, Honorable Mention, Children/Young Adult - “We’ve Got Issues Pedestrian Safety”
- 2007 NATOA, Government Programming Awards, Third Place, News Series - “Currently Kirkland”
- 2006 NATOA, Government Programming Awards, Honorable Mention, Municipal Channel Promotion - “KGOV 21 It’s for you”
- 2006 NATOA, Government Programming Awards, Honorable Mention, News Series - “Currently Kirkland”
- 2006 NATOA Government Programming Awards Third Place, Seniors - “Kirkland Senior Council”
- 2006 NATOA, Government Programming Awards, Third Place, Community Awareness - “My Building Permits.com”
- 2003 Vision 2020 Award - “Community Conversations – Kirkland 2020”

**KGOV**  
KIRKLAND TV



**K·life**  
KIRKLAND TV