



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 website, e-newsletter, and Public Television 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,

Dawn Amory,  
Development Coordinator, Vision Maker Media  
402-472-3113 | [damory@netad.unl.edu](mailto:damory@netad.unl.edu)



### Your Sponsorship Supports Education

Vision Maker Media is a 501(c)(3) nonprofit 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 to empower and engage Native People to tell stories.

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](http://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](http://www.pbslearningmedia.org).

## Benefits of Becoming a Sponsor

- In addition to reaching mainstream PBS viewers, we focus on Native American and Alaska Native audiences.
- Reach a nationwide audience (from students and young adults to teachers, Tribal leaders, policymakers, business owners, trend setters, and filmmakers just to name a few).
- Drive traffic to your website.
- If needed, digital ad creation at no additional charge to you.
- Save time and resources by targeting your transmedia message to potential new customers.
- Your cost-effective sponsorship helps Vision Maker Media share Native stories with the world.

## WEBSITE OPPORTUNITIES

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

| <b>Resource Webpages<sup>1</sup></b>  | <b>Shopvisionmaker.org Webpages</b>   |
|---|---|
| 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. |

<sup>1</sup> Does not include homepage. Contact Dawn Amory 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 for your organization's message.

| <b>Shop Vision Maker News</b>   | <b>General News</b>  | <b>Producer News</b>   |
|---|--|--|
| 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:<br>Reach: 11,000+ Subscribers<br><br>With a focus on educational users  | Audience:<br>Reach: 10,000+ Subscribers<br><br>Geared toward understanding issues in Indian Country  | Audience:<br>Reach: 6,500+Subscribers<br><br>Filmmakers say this is a "must read" for opportunities                          |

## 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 Dawn Amory today at [damory@netad.unl.edu](mailto:damory@netad.unl.edu) or 402-472-3113 to choose an upcoming documentary that arouses your interest.



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