



## VISION MAKER M E D I A

# MEDIA KIT

### To Our Friends,

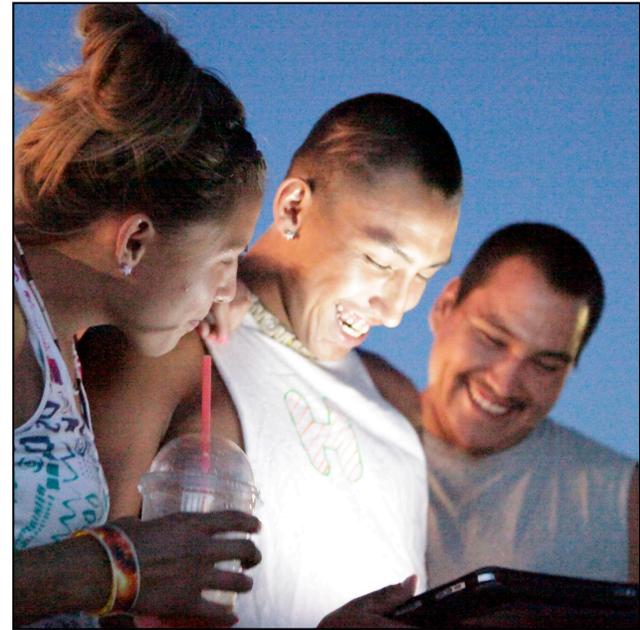
Thank you for your time in considering sponsoring Vision Maker Media. This *Sponsorship Media Kit* will answer any questions you may have. Included is our website, e-newsletter, Public Television, and custom sponsorship opportunities.

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,

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 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](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

- 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.
- Creative Services<sup>1</sup> 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.

<sup>1</sup>Please refer to page 4 for more details

## 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 <sup>3</sup>  | 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. |
| <b>\$1,000</b>  | <b>\$800</b>  |

### Technical Specifications

**Size:** 200 px x 200 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/.jpg 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 percent off your total contracted amount. Nonprofits save 10 percent 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.

<sup>3</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.

### Choose Your Sponsorship Level

| Shop Vision Maker News  | General News   | Producer News  |
|---|--|--|
| 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   |
| <b>\$1,250</b>  | <b>\$1,000</b>   | <b>\$800</b>   |

### Technical Specifications

**Size:** 150 px x 150 px

**Color:** 4-color, RGB

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

**Digital Ad Type:** Static

**File Formats Accepted:** .png or .jpeg/.jpg

**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 Dawn Amory today at damory@netad.unl.edu or 402-472-3113 to choose an upcoming documentary that arouses your interest.

## CREATIVE SERVICES

### Special Projects

Vision Maker Media also offers creative services for both large and small custom media projects outside of our digital ad offerings. Please contact us via email at [visionmaker@unl.edu](mailto: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 pricing. 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](mailto:visionmaker@unl.edu).



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

### Sponsorship Guidelines

- Vision Maker Media reserves all ownership rights to 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
  - Inducement to buy, rent, or lease
  - Calls-to-action (direct or implied)
  - 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 to better fit 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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