



CORPORATE SPONSORSHIP PROPOSAL

11/9/2020



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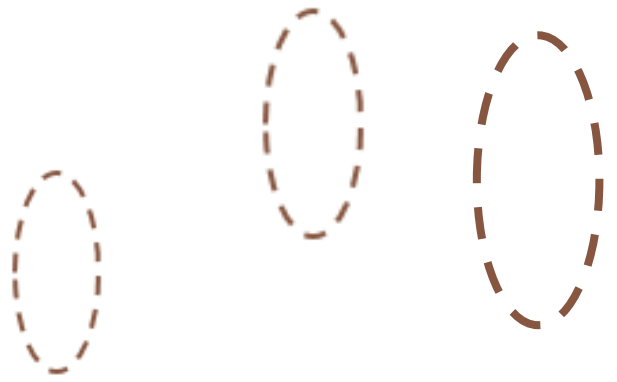
Challenges and Opportunities

The purchase of Rochester's Park Ave Bike Shop by Buffalo's Tom's Pro Bike brings together two powerhouse, independent brands. This is an opportune time to consider utilizing a trusted, influential media platform that attracts a *community* of bike enthusiasts, along with an attractive segment of general consumers to spread the word. We can offer a streamlined marketing plan across multiple platforms including television, radio and digital, to help do the following:



BENEFITS

- >Increase your customer base and secure a top regional advantage
- >Highlight benefits to the bike community of this new partnership (added expertise, expanded product opportunities, more available inventory than competitors. etc.)
- >Maintain the Park Ave Bike loyalist; ensuring they continue to support a hometown retailer by understanding the above benefits



Marketing goals

In addition to creating awareness of this new business collaboration, a closer look at your industry also creates opportunities. As research notes the success bike shops have seen nationally during the pandemic – we hope you’ve experienced this trend firsthand. As you’ve served more people in this new climate under both monikers (Tom’s Pro Bike and Park Ave Bike Shop), investing now into a partnership with public media will ensure your ties with the community have longevity.

Another headline is the issue of supply and demand of bikes, with back orders of product becoming an industry norm. Getting the message out to families that NOW is the time to order a bike to be in the hands of loved ones by Spring is a strategy to increase sales this holiday season. As this Christmas is destined to be difficult for families in light of the pandemic, what better year for such a desirable gift?

Your current advertising on commercial radio and television does a fine job of showcasing your product lines and highlighting your expertise – but misses the key demographic of public media viewers and listeners, as they are hard to reach through other media.

That’s where we come in!



PBS VIEWERS TAKE ACTION AFTER WATCHING PBS PROGRAMMING



36%

research more on the company, product or service



24%

told a friend about company or product seen on PBS



18%

bought the product or service

Source: PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Associates, March 2015

76% of PBS viewers say that companies that underwrite have a commitment to quality and excellence

(Source: PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Associates, March 2015)



Trusted platforms & meaningful engagement

WXXI Public Media's non-commercial environment nurtures meaningful engagement across platforms, allowing your message to stand out. Add to that, NPR listeners are independent and highly brand-loyal. In fact, they are much less likely than the average shopper to switch brands simply for the sake of novelty or variety. *And* they are active – they cycle and they purchase sporting equipment. 73% of NPR listeners participate in some kind of sport or exercise, and they are nearly three times as likely to use a bicycle as a mode of transportation. They are also twice as likely to have bought sporting goods in the past 12 months. *(Source: MRI-Simmons Doublebase 2019 Base: Total U.S. Adults)*

By aligning the Tom's Pro Bike brand with WXXI Public Media, and in turn, our commitment to this community, current customers and prospects will see you as a company committed to quality products and to the good of our region. They will actively choose to support you.

Halo Effect

Your brand will benefit from public media's halo effect which translates into increased brand awareness, positive brand perceptions and increased brand consideration among listeners, viewers and users.

70

PERCENT

Prefer to buy products or services from NPR sponsors

71

PERCENT

Hold a more positive opinion of sponsors that support NPR

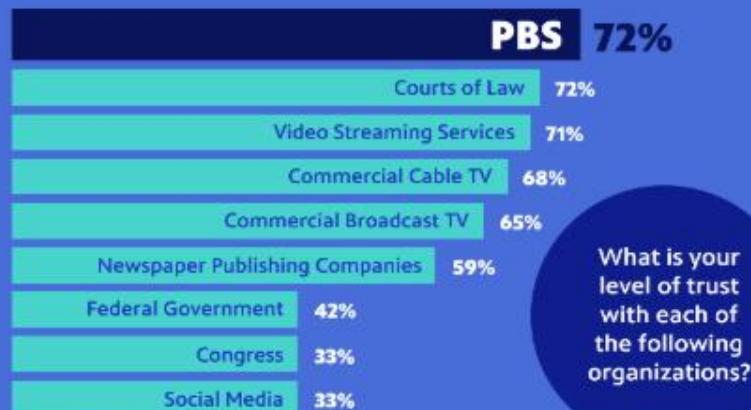
83

PERCENT

Take action in response to something they heard on NPR

For 17 Years

PBS IS #1 IN PUBLIC TRUST



What is your level of trust with each of the following organizations?

Graph indicates trust "a great deal" and "somewhat"

Source: Marketing & Research Resources, Inc. (M&RR) fielded 17 questions via an online survey during the window of January 6-20, 2020. The survey was conducted among a sample of 1,000 adults age 18+, 483 men and 517 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.





WXXI KIDS-TV viewers are... 2x as likely

to have purchased sporting
good items in the past 4 weeks
than the average person

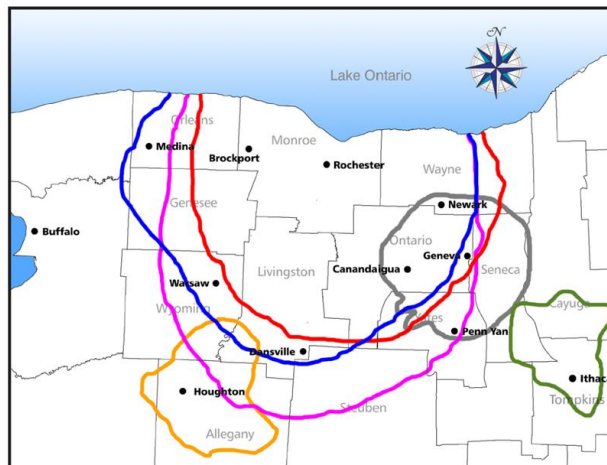
WXXI 24/7
Kids

Coverage Maps



TELEVISION

WXXI-TV



RADIO

AM 1370
Classical 91.5
WXXY 90.3
WRUR 88.5
WITH 90.1
WEOS 89.5

Underwriting Sample Plan #1

13-Week Campaign

Start date: 11/23/20— in advance of Thanksgiving

TELEVISION			RADIO			DIGITAL
Creative produced by station Assets due to station by 11/16/20			Radio scripts crafted with station Due by 11/20/20			Web banners Due by 11/20/20
MAIN	KIDS	CREATE	AM NPR (News & Talk)	FM (Classical)	FM (AAA Music)	NPR WXXINews.org
Primetime, 7-11p	Custom, 11a-9p	Custom, 11a-9p	Rotators, 5a-12mid	Rotators, 5a-12mid	Custom, 9a-9p	Classical Classical915.org
7x/week	14x/week	14x/week	10x/week	10x/week	10x/week	AAA Music WRUR.org
91 spots	182 spots	182 spots	182 spots	182 spots	130 spots	

Sample Copy:

Support for your public radio station comes from our members, and from...

Park Ave Bike Shop, now owned by Tom's Pro Bike, serving Western New York's cycling enthusiasts, from road and mountain bikes to Turbo e-bikes. With multiple locations in Rochester and Buffalo. Accepting orders this holiday season for a Spring delivery. More online at Toms Pro Bike dot com

Underwriting Sample Plan #2

20-Week Campaign

Start date: 11/23/20— in advance of Thanksgiving



TELEVISION			RADIO			DIGITAL
Creative produced by station Assets due to station by 11/16/20			Radio scripts crafted with station Due by 11/20/20			Creative Due by 11/20/20
MAIN 20 weeks	KIDS 20 weeks	CREATE 20 weeks	AM NPR (News & Talk) 20 weeks	FM (Classical) 20 weeks	FM (AAA Music) 20 weeks	NPR WXXINews.org 15 weeks Audio Pre-Roll 5 weeks
Primetime, 7-11p	Custom, 11a-9p	Custom, 11a-9p	Rotators, 5a-12mid	Rotators, 5a-12mid	Custom, 9a-9p	Classical Classical915.org 10 weeks Audio Pre-Roll 5 weeks
5x/week	10/week	10/week	varied frequency	varied frequency	varied frequency	AAA Music WRUR.org 10 weeks Audio Pre-Roll 10 weeks
100 spots	200 spots	200 spots	170 spots	170 spots	170 spots	

Nov-Dec Sample copy: Park Ave Bike Shop, now owned by Tom's Pro Bike, serving Western New York's cycling enthusiasts. Accepting orders for the holiday season – from road and mountain bikes to Turbo e-bikes. With multiple locations in Rochester and Buffalo. More online at Toms Pro Bike dot com

January Sample copy: Tom's Pro Bike, serving Western New York's cycling enthusiasts. With multiple locations in Rochester and Buffalo offering bikes, clothing, and fittings to suit a rider's style and preference. More at Toms Pro Bike dot com.

Feb - April Sample copy: Park Ave Bike Shop, now owned by Tom's Pro Bike, serving Western New York's cycling enthusiasts. Offering bike tune-ups for road and mountain bikes for springtime riding. With multiple locations in Rochester and Buffalo. Appointments online at Toms Pro Bike dot com

Easy sign-up today – for plan to start November 23



Underwriting Agreement

Tom's Pro Bike Shop

Underwriter company name

Contact name and title

This document will serve to verify and specify the conditions relating to an underwriting agreement between WXXI Public Broadcasting Council and Toms Pro Bike. Underwriting plan:

RECOGNITION

The underwriter will receive 15-second audio and/or video credit(s), and/or static digital/print ad placements, appearing as described above. All elements of Underwriter's credit will be subject to WXXI's final approval in order to ensure compliance with FCC, CPB, NPR, PBS and WXXI guidelines. WXXI has discretion to refuse any copy/creative. WXXI must approve television storyboards prior to production. Underwriter is responsible for providing approval of final creative at least seven (7) business days prior to the start of the schedule. Any delay may result in missed underwriting credits. Missed credits may be made up within contract dates, at the discretion of WXXI. WXXI offers category exclusivity among local TV/radio placements within the same break. WXXI does not have control over underwriting credits placed by PBS, NPR, APT, BBC and other national partners.

PREEMPTIONS

Due to WXXI's commitment to serve the community, dates and times of programs, repeats, and underwriter acknowledgments are subject to change or cancellation without notice. WXXI conducts membership campaigns and other activities that from time to time may preempt its normal broadcast schedule. Please note that underwriting credits may be affected during on-air membership drives.

CANCELLATION OPTION

The underwriter has the option to cancel this agreement after a minimum of 90 days from the date of the first airing, by providing a minimum of 30 days prior written notice of cancellation. During the 30 day period, WXXI may continue to air the credits and the underwriter will be obligated for the contract amounts through the date of termination. Cancellation of this agreement voids all package and special rates; the underwriter will be obligated to pay WXXI standard rate card prices.

CONTRACT AMOUNT / PAYMENT

Contract total:

Payment plan:

The underwriter agrees to pay each invoice within 30 days of invoice date, unless disputed.

- Default: If the sponsor fails to make payment when due, unless disputed, WXXI may, in addition to other remedies, discontinue airing any or all credits.
- No Warranties: The underwriter is solely responsible for selecting the program(s) and/or daypart(s) it wishes to underwrite, and WXXI makes no warranties, implied or express, regarding such program(s).

By the signatures below, the underwriter and WXXI agree to perform the mutual obligations as outlined above in accordance with all terms and conditions of this underwriting agreement.

Underwriter approval by:

WXXI approval by:

SIGNATURE Tom's Pro Bike Shop DATE: _____	SIGNATURE WXXI Account Manager	DATE
	SIGNATURE WXXI Director of Sales & Marketing	DATE