



# Sponsorship Guide



**BUZZ** is our inspiring TV show on public television stations in Virginia, and on-demand on YouTube, that features nonprofit organizations receiving pro bono marketing help from creative professionals.

**Buzz4Good!** is our new hour-long radio and television show simulcast airing on WFIR and Blue Ridge PBS, and on-demand on YouTube, Spotify and Apple Podcasts.

## Drone | \$500

### 4 weeks of *Buzz4Good!*

In our Hive, the DRONE "fertilizes" an episode – namely through social media and our weekly radio/TV show, *Buzz4Good!* – so that more viewers are attracted to watch.

- Your company is credited on 4 episodes of *Buzz4Good!* on WFIR radio and Blue Ridge PBS.
- Your company can share its nonprofit and/or marketing expertise in a special segment on our weekly radio/TV show.
- Your company can highlight its favorite charity on *Buzz4Good!*
- Your company receives end-of-show credit on *BUZZ* episodes.
- Your company receives shout-outs on our social media (Facebook 1000+ followers, Instagram 1500+, LinkedIn 650), our e-newsletter and news releases.

## Worker | \$10,000

### 1 episode of *BUZZ*

Workers do all of the necessary tasks in a colony. In *BUZZ*, the WORKER funds everything associated with our episode production including 3+ days of filming, and 5+ days editing.

- Your company receives on-screen credit (up to :15 video message) before your episode of *BUZZ*.
- Your company is featured on digital and social media promotion of your episode.
- Your company is credited on 4 episodes of our weekly radio/TV show, *Buzz4Good!*
- PLUS all benefits of DRONE sponsorship.

## QUEEN | \$25,000

### 1 year of *BUZZ*

In a hive, the QUEEN's primary function is one of production. As the QUEEN of *BUZZ*, you are supporting our production for a year.

- Your company receives on-screen credit (up to :15 video message) before all episodes of *BUZZ* for 12 months.
- Your company is featured on our website and on all print, digital and social media promotional materials.
- Your company is credited for 12 months on our weekly radio/TV show, *Buzz4Good!*
- PLUS all benefits of DRONE sponsorship.

**PBS VIEWERS ARE ALMOST TWO TIMES MORE LIKELY TO PAY ATTENTION TO SPONSOR MESSAGES COMPARED TO CABLE VIEWER AND JUST AS LIKELY TO**

**BUY FROM BRANDS THAT SPONSOR PBS.**

# What's the BUZZ about?

From homeless shelters and free clinics to science museums and children's choirs, our nation has 1.5 million nonprofit organizations that employ one out of 10 Americans, providing services that would otherwise go unfulfilled and keeping our communities connected when other institutions fail.

But like any company, nonprofits can suffer and die if enough people don't know about them, don't believe in them, don't support them – in short, if they lack buzz.

Michael Hemphill (creator and producer) is a former award-winning newspaper reporter who has spent the last 15 years devoting his time and heart to becoming an entrepreneurial nonprofit leader in his communities.

BUZZ is produced by Dan Mirolli, a veteran photographer, videographer, motion graphics designer and drone pilot who has worked for many national media outlets including History Channel, CNN, Fox, E Entertainment, Raw-TV, NBC, ABC, CBS as well as having been a videographer on several international documentaries. Dan has a passion for nonprofits and loves helping them tell their stories.

A key partner in BUZZ is the American Advertising Federation of Roanoke, an IRS 501(c)(3) organization whose mission includes offering volunteering opportunities for its members to enhance marketing initiatives for the region's nonprofit community. Over the last 5 years, AAF Roanoke members have donated more than \$1 million worth of pro bono advertising and marketing services.

The real stars of BUZZ are Virginia's nonprofits that – as skilled and passionate as they are in fulfilling their missions – often lack the time, funding or expertise to properly promote their organization. This lack of good marketing – this shortage of buzz, if you will – limits their ability to reach more prospective clients, patrons, volunteers and donors who will further their cause.



"From my earliest days in the nonprofit world, I learned the importance of creativity, bold ideas, playfulness, and the importance of rallying believers to your vision."

**Michael Hemphill**  
Creator & Host

## NONPROFITS FEATURED IN SEASON 1 OF BUZZ

Feeding Southwest Virginia • RAM House • Healing Strides • Mill Mountain Zoo • Southwest Virginia Ballet  
Giles County Foster Care • Christiansburg Institute • Eastmont Charitable Foundation • Blue Ridge Women's Center

**VALUE OF PRO BONO MARKETING SERVICES PROVIDED TO EACH NONPROFIT IN BUZZ: \$8,000 TO \$25,000**

*We sponsored an episode of Buzz4Good on the Christiansburg Institute. This school stood as a beacon of Black educational excellence for over 100 years before it was shuttered after desegregation. It was a pleasure working with your team and we're happy we were able to help! Thank you and Christiansburg Institute for the work you're doing!*

~ Woods Rogers Attorneys at Law

BUZZ is sponsored in part by

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VIRGINIA FILM OFFICE

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