



# Sponsorship Guide



**BUZZ** is our inspiring TV show (on-demand on YouTube) that features nonprofits receiving pro bono marketing help from creative professionals.



**Buzz4Good!** is our hour-long radio show airing on WFIR-Talk Radio and on-demand on Spotify and Apple Podcasts.

## And introducing the new *BUZZ LIVE!* talk show

In partnership with The Spot on Kirk, Buzz4Good is proud to present a new 30-minute talk show – *BUZZ LIVE!* – before a live in-studio audience and featuring the inspiring people and musical guests who serve, and are served by, nonprofits!

Each *BUZZ LIVE!* will be produced in February 2025 and professionally live-streamed to BUZZ's Facebook, LinkedIn and YouTube channels. It will then be repackaged for later broadcast on Blue Ridge PBS.

We invite YOUR COMPANY to be a musical guest sponsor (\$750), show sponsor (\$1,500) or the series sponsor (\$5,000), and in appreciation:

- YOUR COMPANY will be featured on-screen during the live-stream and on the Blue Ridge PBS broadcast.
- YOUR COMPANY will have space reserved for promotional materials at each show.
- YOUR COMPANY will be credited for four weeks on our *Buzz4Good!* radio show (Saturdays 4 pm on WFIR with 1,400 weekly listeners and on podcast).
- YOUR COMPANY will be credited with a dedicated post on Buzz4Good's social media and website (Facebook 2100+ followers, Instagram 1750+, LinkedIn 1150) as well as our e-newsletter (700 recipients) and news releases.

**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.

BUZZ is an inspiring television show that features nonprofit organizations and the marketing pros affiliated with the American Advertising Federation of Roanoke (AAF Roanoke) who donate their time and talent to help these organizations attract more donors, volunteers and clients to their cause. BUZZ airs on Blue Ridge PBS and public television stations throughout the U.S. thanks to our partnership with the National Educational Telecommunications Association. Previous episodes can be viewed at <http://buzz4good.com>.

Since the premier of BUZZ in August 2020, we have produced 60 episodes that have featured more than 75 different nonprofit organizations. Advertising professionals donate up to \$50,000 in marketing services in each episode to help the featured nonprofit achieve more “buzz.”

Michael Hemphill (creator and producer) is a former award-winning newspaper reporter who has spent the last 20 years devoting his time and heart to becoming an entrepreneurial nonprofit leader in his communities.

The real stars of BUZZ are 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

## SOME OF THE NONPROFITS FEATURED ON BUZZ

Saint Francis Service Dogs • Feeding Southwest Virginia • The Least of These • Healing Strides of Virginia  
Mill Mountain Zoo • Southwest Virginia Ballet • Blue Ridge Women's Center • FRIENDS of the Blue Ridge  
Giles County Foster Care • Christiansburg Institute • Eastmont Community Foundation • Habitat for Humanity

**VALUE OF PRO BONO MARKETING SERVICES PROVIDED TO EACH NONPROFIT IN BUZZ: \$8,000 TO \$50,000**

*We sponsored an episode of BUZZ 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 Vandeventer Black Attorneys at Law



Michael Hemphill | Creator & Host  
540.556.2879 • [michael@buzz4good.com](mailto:michael@buzz4good.com)



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