

SPONSORSHIP PROPOSAL

— the —
Moms Network



KEEPING YOU IN-THE KNOW
ON AIR AND ONLINE

NAPERVILLE COMMUNITY TELEVISION

Started in 1987, Naperville Community Television (NCTV17) is a 501(c)3 non-profit television station dedicated to keeping residents informed about what's happening in their community on air (Channel 17) and online (NCTV17.com.)

The station produces hyper-local television coverage. From holiday parades to local news stories, high school athletics to talk shows on all manner of topics.

The channel is broadcast on three cable providers in Naperville: Comcast, WOW! and AT&T Uverse and is simulcast at **NCTV17.com** so viewers anywhere in Chicagoland have access to the programming. All programming is also available for viewers to watch on-demand on the station's mobile-responsive website.

- 135,000 visits on average each month
- 77% mobile | 18% desktop | 5% tablet
- 75% visits from Chicagoland area
- 42% male | 58% female
- 18-24 (6%), 25-34 (19%), 35-44 (21%), 45-54 (23%), 55-64 (18%), 65+ (13%)



PRESENTING SPONSORSHIP

the Moms Network

Produced in partnership with **The Branch**, *The Moms Network* is a half-hour mom-focused talk show hosted by Dr. Cathy Subber. This dynamic mother of two teenage boys owns a chiropractic practice, was Chairman of the Board for the Naperville Area Chamber of Commerce and is the founder of The Branch - an online community of over 40,000 local moms from Naperville and five surrounding suburbs!

With the goal of supporting and empowering moms as they navigate life's ups and downs, Dr. Cathy brings the conversations taking place online - and through networking and social events - to local television!

Each episode Dr. Cathy is joined by other local moms who represent a different stage of the motherhood journey. Bringing their own unique perspective to the table are Saritha Arellano, Grace Boland, Lindsay Chan, Erica Lopez, and Patti Minglin.

Drawing on personal experiences, as well as input from local subject-matter experts, they discuss what's worked - and not worked. What keeps them up at night - or gets them up in the morning! With some good pragmatic advice - and a healthy dose of humor - these dynamic women explore the challenges and blessings of being a mother and a women!



SPONSOR BENEFITS

Sponsor is recognized on-air in the following ways:

- Sponsor's logo appears at the start of the show with announcer:
"This episode of The Moms Network is brought to you, in part, by Presenting Sponsor...(insert sponsor name & tagline)"
- Sponsor can air their own 15, 30 or 60-second commercial within the show's commercial break
- Sponsor's logo is visually displayed in the show's closing credits
- Sponsor can provide a subject-matter expert to join the conversation for their sponsored episode

Sponsor is recognized online at NCTV17.com in the following ways:

- Full episode appears on-demand on *The Moms Network* web page for one month
- Each topic segment within the show is posted as a stand-alone video (including the sponsor's introduction) at **NCTV17.com** and **TheBranchMoms.com** for a minimum of one year.
- Each topic segment is also posted to NCTV17's YouTube Channel (3.7 million views)
- Linked banner advertising on *The Moms Network* web page at NCTV17.com for duration of sponsorship
- Linked block advertising for one week per sponsorship month on the Home and Individual Post pages at NCTV17.com
- Linked logo in the Sponsor Scroll on NCTV17's Home page and *The Moms Network* show page for 1 year

SPONSOR BENEFITS (CONTINUED)

Sponsor is recognized on show's Podcast:

Every episode of *The Moms Network* is a Podcast available on iTunes, Google Play Store, Sound Cloud and Stitcher. The sponsor is recognized at the start of the Podcast - the same way as they are on TV.

Sponsor is recognized within show's promotional material:

Each episode is promoted with a commercial and social media post featuring the sponsor's logo. This advertising is pushed out via NCTV17's social media (25,000+ Facebook followers, 8,500+ Twitter followers and 3,000+ Instagram followers.)

The Branch also promotes each new episode to their email database (9,000+ local moms) and Facebook group (12,000 members.)

Sponsor is provided with copies of all advertising to market their sponsorship of the show. They can also post the individual episode segments on their own website or social media.

COST:


Presenting Sponsorship of one episode with guest appearance in one segment of the show: \$1,250


**For more information, contact our development team:
sponsorship@nctv17.com or 630.355.2124**





DIGITAL ADVERTISING PLACEMENT

PRESENTING SPONSOR BANNER







The Moms Network is hosted by Dr. Cathy Subber. With pragmatic advice, and a healthy dose of humor, the moms explore the many challenges and blessings of being a mother and a woman.
Also available via [Podcast](#).


 **WATCH LATEST EPISODE** |  **BUY DVD**

PRESENTING SPONSOR




CARE YOU CAN COUNT ON THROUGH
EVERY CHAPTER


**FIND AN OB/GYN
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Emotional Health During the Holidays




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Taking Care of Pets




Preparing for Life After High School




Benefits of Trade School


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Premiering Monday, July 1 at 9 p.m.

the Moms Network

with guest Monica Hultgren



Moms Re-entering The Workforce

Presenting Sponsor

CALAMOS[®]
WEALTH
MANAGEMENT

Channel 17 (Comcast and WOW!) & Channel 99 (AT&T U-verse)
Simulcast and anytime on NCTV17.com

Podcast on Apple iTunes, Google Play, Stitcher & Soundcloud

PROMOTION FROM THE BRANCH MOMS



This month, the moms chat Emotional and Physical Health during the holidays! Thank you to [Dupage Medical Group](#) for being our December Sponsor for The Moms Network!



Join us tonight at 9 PM on Channel 17 or streaming online at www.nctv17.com!

[Watch previous episodes of The Moms Network here!](#)