

# 2008 Arts AUCTION



Now in its 24th year, the Mountain Lake PBS Arts Auction is a showcase for local artists and crafts people, and an opportunity for patrons of the arts to support public broadcasting! The three-day fundraiser, preceded by preview exhibitions, consists of donated, juried art, which will be auctioned off LIVE, on-air, during the weekend of April 25, 26, and 27. It is the biggest fundraiser of the year, and grosses over \$80,000 on approximately 175 pieces of artwork.

## WHY SPONSOR?

Not only does Mountain Lake PBS reach over **3.8 million viewers** in New York, Vermont and Canada, your business can too! Since 1984, the Arts Auction has been growing in stature and quality, attracting big name artists like Patricia Reynolds, Ernest Haas, and Oleg Podymow. There is much promotion leading up to the three LIVE broadcasts as the collection is featured at two lengthy exhibits—one at the McCord Museum in Montreal, and a second at the North Country Cultural Center in Plattsburgh. The artwork is also featured in an on-line gallery. And, it's a worthy cause—Arts Auction proceeds benefit the local television programming that you enjoy on Mountain Lake PBS!

Promote YOUR organization to a high-level audience and support the Mountain Lake PBS Arts Auction:

### Grand Master Level—\$5,000 (ONLY 1 AVAILABLE)

- Twelve 15 second television spots airing over the 3 nights of the entire Arts Auction: Friday—*Red Carpet Night*, Saturday—*Mont Royal Night* AND Sunday—*Adirondack Night* (no less than 4 spots each night)
- Inclusion in all promotional on-air spots airing prior to the LIVE broadcasts—no less than 75 spots
- Full-page advertisement in the Arts Auction catalog—over 1,000 distributed at preview exhibits and broadcast events
- Inclusion on all promotional print advertisements—newspaper advertisements, publicity posters, etc.
- Hyperlink to your company's website from the Mountain Lake PBS website
- Ten tickets to attend each night of the live broadcast to be a part of the bidding audience in-studio
- Opportunity for your company to have a table at each auction night to present your own marketing materials
- Opportunity for your company to answer phones as viewers bid—this offers a chance to join the action and obtain more visibility!
- *PLUS!* An additional four 15 second television spots airing with the preview show, which airs twice in April before the LIVE auction broadcast

### Master Level—\$1,000

- Four 15 second television spots airing on either Friday—*Red Carpet Night*, Saturday—*Mont Royal Night* or Sunday—*Adirondack Night*
- Inclusion in all promotional on-air spots airing prior to the LIVE broadcasts—no less than 75 spots
- Half-page advertisement in the Arts Auction catalog—over 1,000 distributed at preview exhibits and broadcast events
- Inclusion on all promotional print advertisements—newspaper advertisements, publicity posters, etc.
- Hyperlink to your company's website from the Mountain Lake PBS website
- Ten tickets to attend either Friday, Saturday or Sunday night to be a part of the bidding audience in-studio
- Opportunity for your company to have a table at either Friday, Saturday or Sunday night to present your own marketing materials

### Expert Level—\$750

- Four "Special Thanks" credits (logo) airing on either Friday—*Red Carpet Night*, Saturday—*Mont Royal Night* or Sunday—*Adirondack Night*
- Half-page advertisement in the Arts Auction catalog—over 1,000 distributed at preview exhibits and broadcast events
- Inclusion on all promotional print advertisements—newspaper advertisements, publicity posters, etc.
- Hyperlink to your company's website from the Mountain Lake PBS website
- Ten tickets to attend either Friday, Saturday or Sunday night to be a part of the bidding audience in-studio
- Opportunity for your company to have a table at either Friday, Saturday or Sunday night to present your own marketing materials

### Journeyman Level—\$500

- Four "Special Thanks" credits (text) airing on either Friday—*Red Carpet Night*, Saturday—*Mont Royal Night* or Sunday—*Adirondack Night*
- Quarter-page advertisement in the Arts Auction catalog—over 1,000 distributed at preview exhibits and broadcast events
- Hyperlink to your company's website from the Mountain Lake PBS website
- Five tickets to attend either Friday, Saturday or Sunday night to be a part of the bidding audience in-studio
- Opportunity for your company to have a table at either Friday, Saturday or Sunday night to present your own marketing materials

### Catalog Advertising—Rates Vary

- Choose the level that best fits your organization—see the Arts Auction Catalog rate card!

# 2008 Arts AUCTION



## SPONSORSHIP CONTRACT

Please type or print

COMPANY NAME

CONTACT PERSON

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

## SPONSORSHIP LEVELS

Please check one

Grand Master Level (ONLY 1 AVAILABLE)..... \$5,000

Master Level ..... \$1,000

Expert Level ..... \$750

Journeyman Level ..... \$500

Cash: \$ \_\_\_\_\_

and/or trade value: \$ \_\_\_\_\_

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

## METHOD OF PAYMENT

Please make check payable to: MOUNTAIN LAKE PBS

Check enclosed

Send invoice

### TERMS & CONDITIONS:

Mountain Lake PBS reserves the right to assess the value of all trade contributions. This agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this agreement as a result of unforeseen occurrences and that may alter the conditions of this agreement. All requests for cancellations must be made in writing, received, and confirmed by Mountain Lake PBS 60 days prior to the event. Contracts cancelled up to 60 days of the event will be issued a refund based on a prorated basis. If sponsoring promotional items, once the contract is signed and the item is in production, there shall be no refunds. Mountain Lake PBS may terminate this agreement at any time by notifying the sponsor in writing or by email. Upon such termination, Mountain Lake PBS shall return to the sponsor that portion of the sponsorship fee prorated for the time remaining in the contract.

PRINTED NAME

CONTRACT DATE

AUTHORIZED SIGNATURE

MOUNTAIN LAKE PBS—Corporate Marketing Representative

**RETURN COMPLETED AGREEMENT & SIGNED CONTRACT (no later than Friday, February 2, 2008) TO:**

Mountain Lake PBS, Attn: Arts Auction Sponsorships, One Sesame Street, Plattsburgh, NY 12901 / Phone: (518) 563-9770 / Fax: (518) 561-1928

A Mountain Lake PBS Corporate Marketing Representative will call to confirm your selections.

# 2008 Arts AUCTION



## Reserve your ad today for the 2007 Mountain Lake PBS Arts Auction Catalog!

The catalog details all works available for bid—a must have for the art buyer! The catalog also contains articles about the 2008 featured artist, and information on the dates and times of the auction. Over 1,000 catalogs are distributed at two lengthy exhibits—one at the McCord Museum in Montreal, and a second at the North Country Cultural Center in Plattsburgh; also to all of our in-studio guests during all three evenings of the LIVE auction broadcast; and the catalog will also be highlighted at other cultural venues and businesses in northern New York, Canada and Vermont.

## CATALOG ADVERTISING CONTRACT

### Please type or print

COMPANY NAME

CONTACT PERSON

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

## ADVERTISING SIZES

### Please check one

- 1/8 page (1.75" high x 2.375" wide) .....\$50
- 1/4 page vertical (3.875 " high x 2.375" wide).....\$90**
- 1/4 page horizontal (1.875 " high x 5" wide).....\$90
- HALF page vertical (8" high x 2.375" wide) .....\$170**
- HALF page horizontal (3.875" high x 5" wide) .....\$170
- FULL page (8" high x 5" wide) .....\$300**
- INSIDE FRONT—FULL page (8" high x 5" wide) .....\$450
- INSIDE BACK—FULL page (8" high x 5" wide) .....\$450**
- BACK COVER—FULL page (8" high x 5" wide) .....\$600

Email camera ready ads to: [tmikulka@mountainlake.org](mailto:tmikulka@mountainlake.org) Mountain Lake PBS is able to provide ad creation—there will be a \$45 design charge applied.

## METHOD OF PAYMENT

### Please make check payable to: MOUNTAIN LAKE PBS

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FULL PAGE AD  
5" wide x 8" high  
\$300

1/2 PAGE AD  
(Vertical)  
2.375" wide x 8" high  
\$170

INSIDE FRONT COVER  
(Glossy)  
5" wide x 8" high  
\$450

INSIDE BACK COVER  
(Glossy)  
5" wide x 8" high  
\$450

OUTSIDE BACK COVER  
(Glossy)  
5" wide x 8" high  
\$600

## 2008 ARTS AUCTION—CATALOG ADVERTISING RATES

1/4 PAGE AD  
(Vertical)  
2.375" wide x 3.875" high  
\$90

1/8 PAGE AD  
2.375" wide x 1.75" high  
\$50

1/4 PAGE AD  
(Horizontal)  
5" wide x 1.875" high  
\$90

1/2 PAGE AD  
(Horizontal)  
5" wide x 3.875" high  
\$170