



## SPONSOR MCAM!

MCAM (Moorhead Community Access Media) is the provider of Moorhead's Community Access TV Channels on cable (CableOne Channels 58 & 69-shown in entire Metro-and Midco's Channel 12 and 99-Moorhead) but now, the **MOORHEAD ACCESS CHANNEL** is **LIVE STREAMING 24/7/365 EVERYWHERE!!** On Smart TV'S, via web access device, tablet, and phone... you are able to see **MOORHEAD ACCESS ANYWHERE IN THE WORLD** just

by going to [moorheadaccess.org](http://moorheadaccess.org) and click on the HUGE BUTTON!

MCAM provides services to our community aside from media training and access... we assist police and city and county departments with media issues, provide television coverage of community events as well as programming for all ranges of interest! MCAM produces hundreds of hours of original programming aimed at a wide audience with the idea of returning to LOCAL (even hyper-local) TV programming as it used to be. To that end, MCAM broadcasts LIVE programs like the Downtown Holiday Lights Parade and **Moorhead Spuds Football** home games (replayed extensively) and hope to add **Spuds Hockey and Girls sports** (to be determined)! MCAM also produces original programming for the entire family including **THEMED MOVIE EVENTS (Mystery Monday, Western Wednesday, etc.), CLASSIC TV BLOCK, MATINEE AT THE THEATRE, THE MONSTER SHOW** and more!

MCAM continually gets requests to broadcast more every day... we have been able, in the past, to bring Spud football but our small budget doesn't allow for much presently. We'd love to bring Spuds football, hockey, girls' sports and more events like the Downtown Holiday Lights Parade as well as new episodes of favorite programs. MCAM is in desperate need of upgraded equipment; we have been using 8 year old \$200 Sony camcorders to bring you coverage up til now and those are failing! MCAM is asking for your support to continue to provide our community with media access and training as well as TV and LIVESTREAMED programming!

**MCAM is a non-profit 501c (3)** and receives a small budget to cover basic operational costs for city meetings but in order to provide more services and programming, we are reliant on sponsors.

**We are asking for your support.** MCAM is a Moorhead based operation but we do provide services and programming to the entire area! Your support will enable MCAM to expand our local production education outreach in conjunction with the local libraries and meet our goal of providing access to media for all! MCAM is the **ONLY** cable access with local production, training and equipment access in the area, serving the F-M, West Fargo and Dilworth area! We also make sure our sponsors receive acknowledgment on our channels and websites with sponsor profiles (spots without direct sales appeals but "commercials" highlighting the sponsor similar to PPTV's approach) and more.

Please look over the myriad areas of support MCAM is in need of and let us know what areas you'd like to help out with. Spuds sporting events bring particular fans but regular support throughout the day and week is seen on an even greater basis. Our lineup of shows, movies, local and regional religious services, music programs and public interest shows and dozens more will be seen as scheduled! Spots on cable access cannot be direct appeals to sales (per federal law) but instead highlight the business itself and the support for MCAM. And MCAM will provide production **FREE!** Local and regional sponsors will have spots shown **before every show and during breaks and in special segments**, highlighting their organizations and the sponsorship they provide.

*Please look over our basic support packages and let us know if we can tailor something to fit your needs!*

**ALL SPONSORS WILL HAVE SPOTS RUN THROUGHOUT THE DAY BETWEEN PROGRAMS INCLUDING THEIR SPECIFIC SPONSORSHIP!**

The **MONSTER SHOW, MATINEE AT THE THEATRE, CLASSIC TV BLOCK, THEMED MOVIE EVENTS, MOORHEAD SPUDS FOOTBALL-HOCKEY-GIRLS SPORTS & MORE, DOWNTOWN HOLIDAY LIGHTS PARADE, HOLIDAY EVENTS & THEMED PROGRAMS** and much more are available for specific sponsorship or a general channel sponsorship that runs throughout the day is also available!

**SPUDS ATHLETICS: Costs run to \$400-\$500 per game! Please select your level of sponsorship!**

**\$100 per game** (spot will run 10x during telecast, including before game and during halftime and at end of game and on all repeats!) **\$400/4 games.**

**\$50 per game** (spot will run at least 5x during game and on all repeats!) **\$200/4 games.**

**\$25 per game** (spot runs 3x during game and all repeats!) **\$100/4 games.**



**CAPITAL UPGRADE SPONSORSHIP:**

MCAM has a small but much-needed equipment list totaling \$10,000 (Sadly a small amount for this higher-level gear required).



Please let us know if you can help!

# Needed	Gear	Cost Each
2	Sony FDRA53/B 4K HD Video Recording Camcorder	\$848
1	DJI Phantom 4k Drone bundle	\$1500
5	SanDisk Extreme 128GB SDXC UHS-I Card	\$40
1	Editing Computer (build)	\$3700
1	Panasonic HC-X1 4K Ultra HD Professional Camcorder	\$2900
<b>TOTAL</b>		<b>\$9,996</b>

**MOORHEAD ACCESS STREAM SPONSOR (Cost is \$300/month):**

**Sponsor the LIVE STREAM 24/7/365 MOORHEAD ACCESS CHANNEL!**

\*Spot to run thru day, your buy equals number of runs! 3 month commitment required! :30 seconds!

- 3x per day (8am-10pm) and 2x overnight/1 week = \$12.50 or **\$50/month**  
\*Extra days free!
- 7x/day (8am-10pm) and 3x overnight/1 week = \$25 or **\$100/month** \*Extra days free!

**\*MAJOR SPONSOR – Determine your own overall sponsorship!**

## MCAM SPONSOR FORM

SPONSOR: \_\_\_\_\_

REPRESENTATIVE: \_\_\_\_\_

**PLEASE SELECT SPONSORSHIP OR WRITE SPECIAL INSTRUCTIONS BELOW:**

**MOORHEAD SPUDS SPORTS (FOOTBALL, HOCKEY, OTHER: \_\_\_\_\_)**

**\$25 PER GAME** (spot runs 3x during game and **all** repeats!) **\$100/4 games.**

**\$50 PER GAME** (spot will run at least 6x during game and on all repeats!) **\$200/4 games.**

**\$100 per game** (spot will run 12x during telecast, including before game and during halftime and at end of game and on all repeats!) **\$400/4 games.**

**MOORHEAD ACCESS CAPITAL SPONSOR:**

Specify amount to sponsor: \$ \_\_\_\_\_

**MOORHEAD ACCESS STREAM SPONSOR:**

***Sponsor the LIVE STREAM 24/7/365 MOORHEAD ACCESS CHANNEL!***

\*Spot to run thru day, your buy equals number of runs! 3 month commitment required! :30 seconds!

**3x per day** (8am-10pm) and 2x overnight/1 week = \$12.50 or **\$50/month**  
\*Extra days free!

**8x/day** (8am-10pm) and 3x overnight/1 week = \$25 or **\$100/month** \*Extra days free!

**MAJOR ONGOING SPONSOR (Spot and web placement!)**

SPONSOR LEVEL: \$ \_\_\_\_\_ PER MONTH/YEAR (circle selection)

\$ \_\_\_\_\_ TOTAL SPONSORSHIP (Details on memoranda)

***\*I AGREE TO THE SPONSORSHIP DETAILED ABOVE. PAYMENT ARRANGEMENTS AND OTHER DETAILS TO BE FINALIZED IN A MEMORANDUM WITHIN 7 BUSINESS DAYS.***

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SPONSOR REPRESENTATIVE

DATE

MCAM REPRESENTATIVE

DATE

# MCAM SPONSORSHIP MEMORANDA

The following sponsorships are detailed as follows:

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Video/Web production by MCAM (Free). Details on messaging and logo/sponsor requirements to be provided to MCAM as soon as possible to schedule and produce spots.

Additional details: \_\_\_\_\_

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