



salutes our  
**Hometown Heroes**

WVIA will launch a full multimedia promotional blitz (TV, FM, web, print) calling all residents of northeast and central PA to nominate their **HEROES**.

Who's your **HERO**?...A mom, a school teacher, local police officer, military service member? Anyone and everyone can be nominated for this NEW community focused program.

Each month WVIA will highlight a Hometown **HERO** with a TV and web campaign featuring a :60 second video vignette that includes an interview with the Hometown **HERO**.

**Become a **HERO** by sponsoring this great community project!!!**



# salutes our Hometown Heroes

## Hometown **HEROES** Sponsorship includes:

- You company will receive **EXCLUSIVE** title sponsorship of Hometown **HEROES**.
- Your company's name and logo attached to ALL promotional materials and mentions of Hometown **HEROES** .(TV, FM, web, print)  
Ex. "Hometown **HEROES** presented by...Your Company's name here"
- Your company's logo attached to the **OPEN** and **CLOSE** of ALL Hometown **HEROES** video vignettes. ( 1 per month for an entire year)
- Hometown **HEROES** to air a minimum of (8) times per month on WVIA-TV.
- Your company's logo predominantly displayed on the dedicated Hometown **HEROES** webpage on WVIA.org.
- WVIA will organize every aspect of Hometown **HEROES** .(promotion, nominations, selection, scheduling, taping, etc.)