



2026 SPONSORSHIP

Go Local. Get Noticed. Stay Connected.

FRIEND	COLLABORATOR	LEADER	CHAMPION
Annual Sponsorship \$500 <i>Non-profit rates available</i>	Annual Sponsorship \$1,000 <i>Non-profit rates available</i>	Annual Sponsorship \$2,500 <i>Non-profit rates available</i>	Annual Sponsorship \$5,000 <i>Non-profit rates available</i>
BENEFITS - One social media thank you post + end-of-year thank you - Logo listed on WCA-TV's sponsorship webpage - Mention in WCA-TV's email newsletter with webpage link - Rotating logo on TV bulletin board (:15)	BENEFITS - One social media thank you post and story - Logo listed on WCA-TV sponsorship webpage - Mention in WCA-TV's email newsletter with webpage link - Rotating full-page graphic with business information on TV bulletin board (:30)	BENEFITS - Short promotional video or interview clip produced by WCA-TV (:30) - Promotional video roll-in during one (1) program of your choice - One social media thank you post and story, plus highlight added to our account - Logo listed on WCA-TV sponsorship webpage - Mention in WCA-TV's email newsletter with webpage link - Promotional video placement on TV bulletin board (:30)	BENEFITS - Dedicated video feature about your business - Short promotional video clip produced from video feature (:30) - Promotional video roll-in during three (3) programs of your choice - One social media thank you post, story highlight, and logo added to banner on FB - Featured placement on WCA-TV sponsorship webpage - Newsletter banner with recognition as a signature partner - Promotional video placement on TV bulletin board (:30)
SPORTS SPONSORSHIP <i>Non-profit rates available</i>			
HIGH SCHOOL LEVEL Single Season - \$1,500 Full Year (Fall, Winter, Spring) - \$3,500 <i>*WCA-TV covers 20–30 WHS sports games per season, depending on weather and availability.</i> <i>*Playoffs and Thanksgiving Day football are excluded from WHS sports sponsorships.</i>		BENEFITS - Business information featured on the crawl during live and rebroadcasts of games - Verbal acknowledgment up to 4 times per game - Business name included in social media posts tied to game coverage - Logo included in sports highlight clips	

WATERTOWN CABLE NEWS *Non-profit rates available*

ANNUAL SPONSORSHIP: \$3,000

ANNUAL SPONSORSHIP BENEFITS

- Logo featured in Watertown Cable News sponsorship reel (every episode)
- "Watertown Cable News is brought to you by [Business Name]"
- Quarterly post on WCN social accounts (@watertowncablenews)
- Logo + link on WCN webpage
- Logo placement at the end of IG Reels and YouTube clips

**WCA-TV typically records live broadcasts every week for most of the year and every other week during the summer.*

SEGMENT SPONSORSHIP (ADD-ON — SAVE \$250!)

News Crawl: \$500

Business information featured on the "Community News" crawl during live and rebroadcasts of WCN.

Raiders Sports Report: \$1,000

Logo featured in the opening montage of a segment featuring game highlights and interviews with players and coaches; includes distribution on YouTube and social media.

OUR IMPACT

- Over 300 local programs produced
- 7,500+ residents reached

BENEFITS

Partnering with WCA-TV supports local storytelling and access while giving your business meaningful visibility, recognition, and community trust

- Local exposure
- Tax-deductible contributions
- Recognition as a community benefactor
- Support your local community media center

GUIDELINES

Sponsorship content may:

- Identify and depict the sponsor's products or services
- Show a logo
- Use a well-established slogan or corporate positioning statement
- Show a telephone number
- Show a website address

Sponsorship content may NOT:

- Use comparative or superlative language
- Offer price, discount, or financing information (including "free")
- Use "calls to action" which direct the viewer to call, visit, try or compare, etc

LET'S PARTNER!



Questions or ready to sponsor?
We'd love to hear from you!

(617) 923-8610
sponsorship@wcatv.org
wcatv.org/sponsorships



Thank you for supporting WCA-TV and the Watertown community.