



# 2026 SPONSORSHIP

Go Local. Get Noticed. Stay Connected.

<b>FRIEND</b>	<b>COLLABORATOR</b>	<b>LEADER</b>	<b>CHAMPION</b>
<p>Annual Sponsorship <b>\$500</b> <i>Non-profit rates available</i></p> <p><b>BENEFITS</b></p> <ul style="list-style-type: none"> <li>• One social media thank you post + end-of-year thank you</li> <li>• Logo listed on WCA-TV's sponsorship webpage</li> <li>• Mention in WCA-TV's email newsletter with webpage link</li> <li>• Rotating logo on TV bulletin board (:15)</li> </ul>	<p>Annual Sponsorship <b>\$1,000</b> <i>Non-profit rates available</i></p> <p><b>BENEFITS</b></p> <ul style="list-style-type: none"> <li>• One social media thank you post and story</li> <li>• Logo listed on WCA-TV sponsorship webpage</li> <li>• Mention in WCA-TV's email newsletter with webpage link</li> <li>• Rotating full-page graphic with business information on TV bulletin board (:30)</li> </ul>	<p>Annual Sponsorship <b>\$2,500</b> <i>Non-profit rates available</i></p> <p><b>BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Short promotional video or interview clip produced by WCA-TV (:30)</li> <li>• Promotional video roll-in during one (1) program of your choice</li> <li>• One social media thank you post and story, plus highlight added to our account</li> <li>• Logo listed on WCA-TV sponsorship webpage</li> <li>• Mention in WCA-TV's email newsletter with webpage link</li> <li>• Promotional video placement on TV bulletin board (:30)</li> </ul>	<p>Annual Sponsorship <b>\$5,000</b> <i>Non-profit rates available</i></p> <p><b>BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Dedicated video feature about your business</li> <li>• Short promotional video clip produced from video feature (:30)</li> <li>• Promotional video roll-in during three (3) programs of your choice</li> <li>• One social media thank you post, story highlight, and logo added to banner on FB</li> <li>• Featured placement on WCA-TV sponsorship webpage</li> <li>• Newsletter banner with recognition as a signature partner</li> <li>• Promotional video placement on TV bulletin board (:30)</li> </ul>
<p><b>SPORTS SPONSORSHIP</b> <i>Non-profit rates available</i></p>			
<p><b>HIGH SCHOOL LEVEL</b></p> <p><b>Single Season</b> - \$1,500 <b>Full Year (Fall, Winter, Spring)</b> - \$3,500</p> <p><i>*WCA-TV covers 20–30 WHS sports games per season, depending on weather and availability.</i></p> <p><i>*Playoffs and Thanksgiving Day football are excluded from WHS sports sponsorships.</i></p>	<p><b>BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Business information featured on the crawl during live and rebroadcasts of games</li> <li>• Verbal acknowledgment up to 4 times per game</li> <li>• Business name included in social media posts tied to game coverage</li> <li>• Logo included in sports highlight clips</li> </ul>		

## 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

**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.

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

### 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!**

**SIGN UP!**

**HERE**

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.