

WHRO PIONEER AWARDS

October 7, 2010

Mr. Michael W. Johnson
Southampton County
PO Box 400
Courtland, VA 23837

RECEIVED OCT 07 2010

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Dear Mr. Johnson

The WHRO Board of Directors invites you to join them for the 8th Annual Pioneer Awards as they honor WHRO - pioneers in public broadcasting for 50 years! This once-in-a-lifetime celebration will take place on Saturday, April 2, 2011 at the Hampton Roads Convention Center and I hope you will be a part of this momentous occasion.

The Pioneer Awards were created to honor individuals and organizations who have made significant and lasting contributions in the fields of public broadcasting, education and/or telecommunications, and who have improved the quality of life in the Hampton Roads community. This year, on its 50th Anniversary, WHRO will be honored for its service to the Hampton Roads community.

Building on the great success of previous events, we anticipate more than 400 guests will attend this year's Pioneer Awards. This grand gala will include cocktails and a silent auction, a seated dinner, musical entertainment and appearances from some of the most beloved names of NPR and PBS including Diane Rehm, host of *The Diane Rehm Show* on WHRV 89.5 FM. Other invited guests include Jim Lehrer of *PBS NewsHour* and public broadcasting legend, Carl Kasell.

I'd like to extend an offer to you to participate in this historic event as a sponsor. The enclosed proposal outlines the available sponsorship packages. I hope you'll consider a Gold Sponsorship at \$2,500. Proceeds from the Pioneer Awards support WHRO's local programming and education initiatives.

Your consideration is greatly appreciated. I'll follow up with you soon with more details on the event and to answer any questions you might have. If you would like additional information about WHRO or the Pioneer Awards, please contact Jan Johnson, Manager of Special Events, at (757) 889.9358 or email Jan.Johnson@whro.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Bert Schmidt".

Bert Schmidt
President and CEO

2011
Sponsor
Levels

8th Annual WHRO Pioneer Awards

GRAND BENEFACTOR - \$10,000

- Invitation to pre-event meet and greet reception with NPR and PBS personalities
- Superior seating at table hosted by one of the attending NPR or PBS personalities (includes 8 tickets)
- Introduction of entertainment from event stage
- Full page color ad in program, inside cover (*dist. - approx. 500 attendees*)
- Logo on invitation front (*dist. - 5,000*)
- Logo on event signage
- Logo recognition in pre and post-event Dimensions, WHRO's Member Guide (*dist. - 30,000*)
- Logo recognition in at least three WHRO E-Newsletters (*dist. - 12,000*)
- Logo on WHRO website (*approx. 31,000 hits per month*)
- *On-Air recognition

**On-Air recognition includes 15 second mentions on WHRO HD 15.1 (also includes company logo on screen), WHRV 89.5 FM, and WHRO 90.3 FM. TV and radio spots will run at least once per day on each of the above mentioned stations beginning February 15, 2011 - April 1, 2011 (a minimum of 138 spots).*

PLATINUM SPONSOR - \$5,000

- Invitation to pre-event meet and greet reception with NPR and PBS personalities
- 10 Gala Tickets – Superior Seating
- Full page color ad in program (*dist. - approx. 500 attendees*)
- Recognition on invitation (*dist. - 5,000*)
- Recognition on event signage
- Recognition in post-event Dimensions, WHRO's Member Guide (*dist. - 30,000*)
- Recognition in at least 1 WHRO E-Newsletter (*dist. - 12,000*)
- Recognition on WHRO website (*approx. 31,000 hits per month*)

GOLD SPONSOR - \$2,500

- 6 Gala Tickets - Preferred Seating
- ½ Page black and white ad in event program (*dist. - approx. 500 attendees*)
- Recognition on event signage
- Recognition on WHRO website (*approx. 31,000 hits per month*)

SILVER SPONSOR - \$1,000

- 4 Gala Tickets - Preferred Seating
- ¼ Page black and white ad in event program (*dist. - approx. 500 attendees*)
- Recognition on event signage
- Recognition on WHRO website (*approx. 31,000 hits per month*)

BRONZE SPONSOR - \$500

- 2 Gala Tickets - Preferred Seating
- Recognition on event signage
- Recognition on WHRO website (*approx. 31,000 hits per month*)

Individual Tickets - \$150

Table of 10 - \$1,500

Questions? Contact Jan Johnson, Manager of Special Events

PH: (757) 889-9358 Email: Jan.Johnson@whro.org

8th Annual WHRO Pioneer Awards

Honoring WHRO for 50 Years of Service in Hampton Roads

Saturday, April 2, 2011 ~ Hampton Roads Convention Center

Donor Information (please print or type)

SPONSOR & DONOR FORM

Contact Name	
Business Name	
Address	
City	
State	ZIP Code
Telephone	()
Fax	()
E-Mail	@

Pledge Information

I (we) pledge a _____ Sponsorship in the amount of \$ _____ to WHRO for the 2011 Pioneer Awards.

Payment Method: cash check credit card other: _____

Credit card type	
Credit card number	
Expiration date	/
Authorized signature	

Acknowledgement Information

Please use the following company and/or individual name(s) in all acknowledgements:

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I (we) wish to have our gift remain anonymous.

Signature(s)	Date
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Please make all gifts payable to:



2011 Pioneer Awards
5200 Hampton Blvd.
Norfolk, VA 23508
FAX: 757.451.6846

Questions?

Contact Jan Johnson
WHRO Manger of Special Events
757.889.9358 or Jan.Johnson@whro.org