

The Channel 10 Great TV Auction

Auction 2010

April 23 – May 1, 2010

Fact Sheet

AUCTION DATE AND TIME

Friday, April 23: 5p.m. to sign-off (midnight)
Saturday, April 24 -Saturday, May 1: 1p.m. to sign-off

WHAT IS THE AUCTION?

It's a unique on-air fund raising event airing live on Channel 10 to southeastern Wisconsin and northern Illinois. New merchandise and services are auctioned off to viewers who bid from home by telephone. The wide variety of items are contributed by businesses and individuals in support of public television in southeastern Wisconsin and northern Illinois.

The auction is also an opportunity for companies, corporations, shops, and individuals to garner valuable television exposure with the Public Broadcasting audience.

- Showcase a new product
- Display a best seller
- Identify your location
- Appeal to new customers
- Gain corporate visibility
- Declare your community spirit
- Show your support for Channels 10/36 programming

For more ideas on how to promote your business, call
262-781-4998
Or visit our website at
www.greattvauction.com

WHAT IS THE MONEY USED FOR?

Auction income is used to purchase quality programming and maintain equipment for MPTV (Milwaukee Public Television). The majority of funding comes from community support.

WHERE IS THE AUCTION HELD?

12560 West Townsend Street, Brookfield, WI 53005

FACTS AT A GLANCE

The Channel 10 Great TV Auction . . .

- Premiered in 1969 with a goal of \$50,000 and a volunteer base of 250.
- It now raises in excess of \$1,200,000 with a volunteer base of 3,000.
- Supports 10 minutes of every hour of programming on Channels 10 and 36.
- Reaches an 11-county viewing area across southeastern Wisconsin and northern Illinois.
- Is made up of 3,000 volunteers, 6,000 clients, 19,000 items, and countless buyers.
- Leads the nations PBS auctions in prime time viewer ratings.
- Is the #1 PBS auction in the nation, based on net revenue.
- Has won 8 PBS awards for fundraising excellence.
- Features antiques and art items in a public exhibit *and* on-air.

Have any questions? Want to volunteer? Want to donate?

Contact the Auction Office at:

The Channel 10 Auction
12560 W. Townsend St.
Brookfield, WI 53005

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