

The Channel 10 Great TV Auction

Auction 2012

April 27 - May 5

Fact Sheet

AUCTION DATE AND TIME

Friday, April 27: 5p.m. to Sign-off (midnight)
Saturday, April 28 -Saturday, May 5: 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.

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.

WHAT ARE SOME ADVANTAGES TO BUSINESSES WHO DONATE?

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

- Showcase a new product or best seller
- Bring new customers into your business
- Gain corporate visibility
- Align yourself with quality Public Television
- Potential tax advantages.

MPTV Friends, Inc. is a registered 501(c)(3) non-profit organization

**For more ideas on how to
Promote your business, call
262-781-4998
Or email
sharon@greattvauction.com**

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
- Raises in excess of \$1,100,000.
- Supports 10 minutes of every hour of programming on MPTV digital channels
- Reaches over 1 million television viewers in an 11-county viewing area across southeastern Wisconsin and northeastern Illinois.
- NEW: Auction is now streamed live online for viewing & bidding by a limitless audience
- Is made up of over 3,500 volunteers, 3,000 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 gross & net revenue.

HOW IS THE AUCTION PROMOTED?

After 43 years the Great TV Auction is highly anticipated by our viewers – but to keep growing we continue to promote it with ...

- Multiple airings of a 30 minute "sneak peak" Auction Preview Show
- *Fine Tuning* programming guide delivered to 30,000 subscribers
- *Tuned-In* email newsletter to 30,000 managed accounts
- Our fans on *Facebook*, *Twitter* and other Social Networks
- Direct Mail to 7,500 Auction Buyers – "who are loyal & eager-to-buy!"
- Press releases to area Newspapers & Online Community Calendars
- Billboards, radio spots, interviews and more

**Channel 10 Great TV Auction: 12560 W Townsend St., Brookfield, WI 53005
262-781-4998 • 262-781-4958 (fax) • www.greattvauction.com**