

Donation Levels

\$80 to \$499

Each single item within this value range (or multiple grouping totaling \$80 or more) receives one on-air presentation.

\$500 to \$999

Each **single** item within this value range receives multiple same day customized video or live presentations.

\$1000 + (Super Board)

Each **single** item at or above this value range receives a 20-30 second customized presentation of the item, featured 3 to 15 times over 2 to 9 days in proportion to the value of the item.

Lucky 9 - For nine items or services each valued at \$80 or more, receive nine days of 15 to 20 second on-air promotion. Each item is promoted once per day during the general merchandise portion of the auction.

Daily Double - For eighteen items or services each valued at \$80 or more, receive nine days of 15 to 20 second on-air promotion. Each item is promoted twice per day during the general merchandise portion of the auction.

Multiples - Identical items (size, color, etc.) that can be grouped together to meet the minimum on-air presentation value of \$80. Each multiple item must be valued at \$20 or more. Example: 4 alarm clocks, each valued at \$20, for a total of \$80 receiving one on air presentation. The four highest bidders will each receive one alarm clock

Tips to get the most of your donation!

Be in charge of your donation

Be specific about your donation or use restrictions as a way to tailor your donation to your advantage. Many donors donate services or items that are valuable to a buyer but cost them little or nothing. Examples: season tickets to events that always have some unsold seats, hotel stays during non-peak travel times, new items that have been floor models or are overstock or are seasonal. You get the idea!

Combine your donation with a future incentive

If you donate a certificate for an item or service include a discount coupon for a future service or additional purchase.* Framers donate prints with coupons for discounted framing. They don't always get framing jobs, but they must get enough – because they keep donating!

Donate merchandise that you want associated with your name

Your donation receives televised exposure to an audience of over 1 million specifically tuned in to buy. The item that you donate may not be for everyone – but if it is interesting or high quality the audience (including potential customers) will remember your name!

Donate certificates

By donating certificates, the winning bidders must come to you – giving you the opportunity to forge a relationship with a new customer face-to-face or over the phone.

Provide quality images

When donating certificates providing us with digital images (or website address from which we may take images) gives you control over what the bidders see.

Tax advantage

Don't forget your donation has potential tax advantages (MPTV Friends, Inc. is a registered 501(C) (3) non-profit organization)

A Final Thought

Public Television Viewers aren't just ordinary viewers – they're loyal to companies that support public television. Good experiences lead to great word-of-mouth testimonials which are especially valuable in distinguishing you from your competitors. For donors outside of our viewing area – this may be the only opportunity for bidders to learn about you!

**Donation, itself, must be complete and can not be a discount or money-off coupon.*