



Partnership Proposal



Contact Name: _____
 Contact Phone: _____
 Contact Email: _____
 Representing: _____

Description of Program or Event, including 1) Name, 2) Beneficiary, 3) Historical Information, 4) Timeframe or Event Date, 5) Event Location and Time (if applicable), 6) Expected participation levels or attendance.

Target Audience for Program or Event (example: teens, young women, working men, etc)

How Program or Event benefits the local community AND how the community can actively engage in the event (if a fundraiser, include details on percentage of net proceeds to be contributed)

List of media sponsors and anticipated involvement

List of other sponsors and anticipated involvement

Overview of desired contribution by KXAN, KXAM, or KNVA (example: public service announcements, community calendars, news coverage, on-air talent appearances, etc)

Overview of benefits provided to KXAN, KXAM, or KNVA (logo exposure, promotional announcements, advertising, etc)

Description of pass-through benefits provided to KXAN, KXAM, or KNVA (for business partners)

✦Please forward your completed proposal to PARTNERSHIPS, c/o Community Affairs Department, KXAN/KNVA, 908 N. MLK Blvd, Austin, TX 78701. ✦Please submit proposal for review as early as one year in advance, but no later than three months prior to program or event. ✦Your proposal will be reviewed to determine whether your program or event is consistent with the community service goals and objectives of the television station. If your proposal meets the selection policy criteria, the Community Affairs department will contact you. Thank you!

