



# 2024 PRIDE

## Celebration Sponsorship

Contact:

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# Extending your PRIDE sponsorship on KIRO – 7



## **Broad awareness**

- By taking part in the KIRO7 extension sponsorship you will create awareness with a broad audience showing your support of Pride – throughout KING, Pierce, Snohomish and Kitsap county.



## **Television, OTT and digital high impact ads.**

- The KIRO7 package will include :15 messages on KIRO7 airing in news and entertainment programs. These will run on both KIRO7 and KIRO7 local streaming news (OTT)
- KIRO7 will create your high impact ad (home page takeover) that will show your commitment to pride to KIRO7.com visitors.



## **PRODUCTION**

- The package includes production for both the :15 video and the digital high impact ad

# Join KIRO 7's Monthlong **Pride** Celebration which includes:

- Livestream the Parade Sunday 6/30
- Pride Special airing on KIRO 7 & KIRO OTT
- News Stories in support of LGBTQ+ and DE&I & Pride Events
- Pride and PrideFest promotional event messaging all month.
- Custom Facebook cover on KIRO 7
- Dedicated landing page for Pride event information, Pride Guide and promotion.
- Video on Demand section on the KIRO 7 streaming app including relevant news stories.
- Social posts
- Display ads across KIRO 7 in support of Pride



# JOIN US: SHOW YOUR

## PRIDE

SPONSORSHIPS run 6/3 - 6/30 and are **centered around your :15-second Pride** message. Your video message will air cross-platform:

- Television
- Streaming
- Social Media
- In-banner video
- Pre-roll
- Your website and social channels



ALASKA AIRLINES SAMPLE VIDEO



# Gold Sponsorship

**\$12,000** TOTAL INVESTMENT

Includes: 15 spot production & digital production



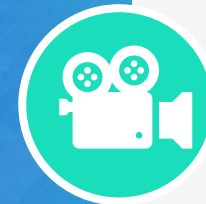
## VIDEO

- 38X :15-second broadcast client messages showcasing your support of SEATTLE PRIDE.
- :15-second Video impressions on KIRO OTT - 125,000 impressions



## DIGITAL

- Your display ads on KIRO7.com Pride Page and run of site – 75,000 impressions
- Home Page Takeover on KIRO7.com (mutually agreeable date)



## PRODUCTION

- :15-second custom Pride Sponsorship video
- Digital ads