



Commercial Sponsorship – A Source of New Revenue

When we began the Jefferson Awards Media Partnerships, no one wanted commercial sponsorship. The thinking was: “This is the Nobel Prize for service and includes Jacqueline Kennedy Onassis, Senator Robert Taft, Jr. and the U.S. Supreme Court.” Today, most Media Partners are seeking commercial sponsorship.

One of the major findings by Magid Associates is that the Jefferson Awards offer our Media Partners an important opportunity to build their branding AND generate new revenues streams. Our Media Partners are particularly interested in seeking Non-Traditional Revenue Sources. (NTR)

Benefits to consider:

- One of the main reasons that we are recommending a year-round Jefferson Awards promotion is that it increases your chance of getting commercial sponsorship.
- For newspapers, commercial sponsors can run ads seeking nominations and ads congratulating the winners.
- Find a sponsor to underwrite your PSA's seeking nominations. “X bank/car dealership/restaurant is proud to sponsor the Jefferson Awards. Send in your nominations.
- Announce your winners on the 6 and 11 news. Connect this with commercial sponsorship.
- After you select your winners, run commercially sponsored 15 to 30 second ads congratulating the winners with brief videos of the community service.
- A half hour or hour Local Television Special offers you twelve (12) to twenty-four (24) 30-second spots for your advertiser(s).
- The Jefferson Awards National Television Special offers your commercial sponsor six (6) 30-second spots.

**JEFFERSON AWARDS
FOR PUBLIC SERVICE**

*A Program of the American Institute
for Public Service*

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