

C O M M U N I T Y

Media Assistance Fund



PCTV empowers, educates, and enhances the Greater Pittsburgh Community through media.

Connecting to Community

Community organizations play an essential role in delivering help and services to make life better in our region. However they struggle to gain visibility and lack the resources to use media effectively. The Community Media Assistance Fund changes this.

Why support media and video production services?

#1

Video is the #1 tool marketers use and invest in for their content strategy according to the Content Marketing Institute and HubSpot.

66%

66% of nonprofits surveyed were concerned they will miss opportunities for digital fundraising because they don't have access to professional media services.

79%

79% of online donors reported to Google that online videos were the most useful online media marketing tool.

COMMUNITY

Media Assistance Fund



This fund allows PCTV to bring professional producers, storytellers, videographers and educators to the community at low or no cost. **Videos, podcasts, and live streaming** are some of the creative services offered by PCTV as a production partner.

Nonprofits can use digital media to:

- Educate and build awareness
- Tell captivating stories
- Deliver programming/services digitally
- Circulate calls to action
- Thank supporters
- Improve donor retention

How can I help?

Sponsor Benefits	Platinum Sponsor \$10,000 and above	Gold Sponsor \$5,000 and above	Silver Sponsor \$2,500 and above	Bronze Sponsor Below \$2,500
Website Acknowledgement	Platinum sponsor with logo and link.	Gold sponsor with logo and link.	Silver sponsor with logo.	Bronze sponsor with logo.
PCTV's Distribution Network: Cable TV, ROKU, Apple TV, Fire TV, PCTV21.org, and iOS.	Acknowledgement as Platinum sponsor on PCTV's distribution network.	Acknowledgement as Gold sponsor on PCTV's distribution network.	Acknowledgement as Silver sponsor on PCTV's distribution network	
Recognition on Nonprofit Projects	Acknowledgement as Platinum sponsor on all projects produced within one year of contribution.	Acknowledgement as Gold sponsor on all projects produced within one year of contribution.	Acknowledgement as Silver sponsor on all projects produced within one year of contribution.	

Ready to empower nonprofits and invest in our community?

Contact John Patterson to take the next step.



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