**APT FALL MARKETPLACE 2024**

**SPONSORSHIPS**

**November 11-14, 2024**

**Hilton Cleveland Downtown,** **Cleveland, OH**

**APT Fall Marketplace** offers a variety of fantastic opportunities at every budget level

to promote your program to key public television personnel *in one place, at one time*.

**Submit your request using the** [**SPONSORSHIP APPLICATION FORM**](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/APT_FM_2024_Sponsorship_Application.pdf)

Be sure to indicate the distribution status of your program on the Form.

Programs that are submitted for evaluation by Sept 15 are eligible for sponsorships,

pending final acceptance by APT.

**DEADLINES TO REQUEST SPONSORSHIPS**

**AUGUST 15 – Items Requiring Print Production:** Agenda-At-A-Glance, Banners, E-Newsletter, Elevator Clings, EXPO bag, Guest Shipping Boxes, Key Cards, Lanyards/Badge Holders, Meeting Tote Bag, Programmer’s Notebook, Wall Decal, Website Banner Ad, Welcome Gift.

*Sponsors will be confirmed by Aug 23*.

**AUGUST 15 – Agenda Events:** Meals, Receptions, Networking Breaks, Morning Exercise & Wellness, Professional Development, Programmer’s Scholarships, Shuttle Bus.

*Sponsors will be confirmed by September 1*.

**SEPTEMBER 16 – Limited quantities – book early!**

Attendee Wi-Fi, Charging Locker, Door Prizes, EXPO Booths, EXPO Appetizer, EXPO Cocktail, Foyer sponsor, General Session Logos, Popcorn, Room Drops, Seat Drops, Tote Bag Stuffers.

**SEPTEMBER 30 – All remaining sponsorships must be requested by this date and will be confirmed on a first come, first serve basis.**

**Questions?**

[**Sponsorships@aptonline.org**](mailto:Sponsorships@aptonline.org)

**SPONSORSHIPS ARE LISTED IN ALPHABETICAL ORDER**

AGENDA-AT-A-GLANCE

ATTENDEE WI-FI SERVICE

BANNERS – STANDING

CHARGING LOCKER

DOOR PRIZE

E-NEWSLETTER AD

ELEVATOR CLINGS

EXPO SWAG BAG

EXPO BOOTH

EXPO SIGNATURE APPETIZER

EXPO SPECIALTY COCKTAIL

FOYER SPONSOR

GENERAL SESSION LOGO DISPLAY

GUEST SHIPPING BOXES

KEY CARDS

LANYARDS/BADGE HOLDERS

MEAL SPONSORSHIP

MEETING TOTE BAG

MORNING EXERCISE & WELLNESS

NETWORKING BREAKS

POPCORN SERVICE

PROFESSIONAL DEVELOPMENT SESSIONS

PROGRAMMER’S NOTEBOOK

PROGRAMMER’S SCHOLARSHIPS

RECEPTION – OPENING NIGHT

RECEPTION – HAPPY HOUR

ROOM DROP

SEAT DROP

SHUTTLE BUS (for Opening Night Reception)

TOTE BAG STUFFER

WALL DECAL

WEBSITE BANNER AD

WELCOME GIFT AT CHECK IN

**Questions?** [**Sponsorships@aptonline.org**](mailto:Sponsorships@aptonline.org)

**AGENDA-AT-A-GLANCE**

Sponsorship Fee: $250

Estimated costs: $250

Sponsor the Agenda-at-a-Glance and have your program logo on the front cover and bottom inside bar of this indispensable print guide to APT Fall Marketplace. Sponsor pays for printing of the full-color Agenda, plus the sponsorship fee.

**ATTENDEE WI-FI SERVICE**

Sponsorship Fee: $300

Estimated costs: $4,500

Promote your content by providing Wi-Fi service exclusively to Fall Marketplace attendees. Sponsor enjoys a customized login password which will be displayed throughout the meeting in the General Session, in the agenda materials, and on an APT Fall Marketplace sponsor sign. APT will also thank you from the podium! An optional custom splash page is available for $760 per day.

**BANNER - STANDING**

Sponsorship Fee: $600

A standing banner gives visibility to your program and will be located in a high-traffic area between the General Session and Professional Development meeting spaces. Print and ship your banner to the hotel, or we can provide a local vendor for you to have it printed and delivered. Banners can be single or double-sided and should be 24x90. Other sizes must be pre-approved. Sponsor is responsible for having the banner designed, printed, and shipped to/from the hotel, plus the sponsorship fee.

**CHARGING LOCKER**   
Dates: Nov. 11-14

Sponsorship Fee: $500

Estimated costs: $2,000 - $2500 depending on style

Give your program high visibility by sponsoring the popular charging locker for attendee’s phones and electronic devices. Branding includes a touchscreen video and for an additional fee a custom wrap on the outside of the Locker. Sponsor pays for charging locker, video display, custom wrap, and shipping. APT will provide an APT Fall Marketplace sponsor sign and a thank you from the podium!

**DOOR PRIZE**

Sponsorship Fee: $400

Estimated costs: Cost of the prize and shipping

Sponsor a door prize (or get your underwriter to donate one!) and we’ll draw a lucky winner from the programmers in attendance at our screenings. You and your program will be acknowledged during the General Session, in PowerPoint, and in the registration materials. Onsite talent or producers may draw the prize onstage with prior arrangement. You are responsible for shipping the door prize to the winner.

[Download the DOOR PRIZE FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/Door+Prize+Reservation+Form-APT+Fall+Marketplace+2024.docx)

**E-NEWSLETTER AD**

Sponsorship Fee: $400

Estimated costs: None

Promote your program with a digital ad in an edition of the APT Fall Marketplace 2024 newsletter! The newsletter provides valuable details about Marketplace happenings and is emailed directly to 1,150 recipients, including programmers, general managers, station personnel, and producers. Sponsorship fee includes 1 banner ad in the e-newsletter, assistance from our designer to format your static creative ad to our specs, and sponsor acknowledgement in the registration materials.

Edition Artwork due Distribution date

#2 Aug 15 Week of Sept 1

#3 Sept 1 Week of Sept 15

#4 Sept 16 Week of Sept 29

#5 Oct 1 Week of Oct 13

#6 Oct 6 Week of Oct 20

**ELEVATOR CLINGS**  
Sponsorship Fee: $1,000

Estimated costs: $500 per elevator double-door (6 double-doors available, choice of Nov 11, 12, 13), per day; plus cost of cling & installation

Elevate the promotion of your program with high-impact, colorful elevator door clings! One cling will fully cover the exterior of an elevator door located in the middle of the action. With six main elevators on the meeting level that service guest rooms, the hotel restaurant, and both bars, your design/logo will be front and center of every meeting attendee. Choose from 2 – 6 double-doors. Sponsor provides a design to spec, pays for printing, door rental, and installation, and the sponsorship fee.

**EXPO SWAG BAG**

Sponsorship Fee: $500

Estimated costs: $650 - $750

Sponsor these popular shopping-style bags which are given out at EXPO and used long after, with your logo displayed prominently in a one-color imprint on one side of an eco-friendly bag. Provide your logo to spec and we’ll coordinate printing and shipment of the bags. Sponsor pays for 150 bags, printing, shipping, and sponsorship fee.

**EXPO BOOTH**

Date: Wednesday, November 13 (approx. 6:00-8:30pm)

Sponsorship Fee: $2,000 single booth / $3,000 double booth

Estimated costs: Optional a/v, giveaways, décor

Host an EXPO booth to promote your program or services at this lively evening event! Mingle with program managers, station personnel, talent and producers. APT provides food and drink, and your giveaways, prize drawings or activities round out a fun-filled evening!

Your EXPO booth fee includes:

* Pipe & drape for Single or Double booth
* Table and chairs, electrical drop, overhead sign
* Two (2) guest meal tickets (for meals or receptions, excluding the Opening Reception and General Sessions)
* Registrant list for advance use (provided on request after October 11)
* Promotion on APTFM website and in APTFM e-newsletter
* Listing in Agenda
* Waived stuffing fee to promote your booth in the meeting tote bags
* Event food & beverage provided by APT

[Download the EXPO FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/EXPO+Booth+Reservation+Form-APT+Fall+Marketplace+2024.docx)

**EXPO SIGNATURE APPETIZER**

Date: Wednesday, November 13

Sponsorship Fee: $250

Estimated costs: Dependent on selected item for 150 attendees

Tempt the tastebuds of EXPO attendees with a creative signature appetizer to promote your program! Sponsor will work with the Hilton’s banquets contact to create a delicious and memorable bite for this event. Sponsor pays for the cost of the food item, plus the sponsorship fee.

Benefits include:

* Advance promotion on APTFM website
* Registrant list for advance use (upon request after October 11)
* Listing in Agenda EXPO description
* Waived stuffing fee to promote in the meeting tote bags
* APT Fall Marketplace tabletop sponsor sign
* All other EXPO food & beverage provided by APT

**EXPO SPECIALTY COCKTAIL**

Date: Wednesday, November 13

Sponsorship Fee: $250

Estimated costs: $4,000-$4,500 depending on beverage choice

Sponsor a specialty cocktail at the EXPO event, and enjoy some high-profile promotion for your program! Sponsor pays for the cost of the cocktail, plus the sponsorship fee.

Benefits include:

* Advance promotion on APTFM website
* Registrant list for advance use (upon request after October 11)
* Listing in Agenda EXPO description
* Waived stuffing fee to promote in the meeting tote bags
* APT Fall Marketplace tabletop sponsor sign
* All other EXPO food & beverage provided by APT

**FOYER SPONSOR**

Date: Set up Sunday, November 10 or Monday, November 11 for run of show

Sponsorship Fee: $2,000

Expenses: Your branded décor, audio/visual items

Sponsor the Foyer outside the General Session where attendees will gather to connect and refresh. The sponsorship offers 3.5 days of dedicated space to promote to producers, programmers, and station personnel. The sponsorship fee includes highboy tables which can be branded as you like, a 6-foot vendor table with chairs, and space for 1 standing banner and/or monitor in a high traffic area near APT Registration, the General Sessions, PTPA meeting, and Professional Development Sessions. Branding, banner, décor, audio/visual, electrical drop and/or internet connection are additional.

**GENERAL SESSION LOGO DISPLAY**

Sponsorship Fee: $600

Estimated costs: None

Programmers are in the General Session Ballroom all day Tuesday and Wednesday, and a half day on Thursday. If you’d like a major opportunity to have your program logo in a prominent location, sponsor a color logo to be displayed on multiple monitors during the General Session. No one will be able to miss it! Sponsorship fee includes rotating display, setup and equipment. Just upload your logo! Limited availability – book early!

[Download the GENERAL SESSION LOGO DISPLAY FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/General+Session+Logo+Display+Instructions+-+APT+Fall+Marketplace+2024.docx)

**GUEST SHIPPING BOXES**

Sponsorship Fee: $1,000

Estimated costs: $500-$600 for branded boxes shipped to the hotel

Sponsor the *very popular* shipping boxes for registrants to ship home their meeting materials and giveaways. Branded with your program logo, the white boxes are stickered with a design you provide and are displayed in a dedicated space for pickup and drop-off; we print and assemble. Benefits include an APT Fall Marketplace sponsor sign, listing in the meeting agenda, a thank you from the podium, and branded instruction sheets. Sponsor pays for 85 boxes, branding, plus the sponsorship fee.

**KEY CARDS**

Sponsorship Fee: $1,500

Estimated Costs: $1,550 - $1,800

Sponsor the APT Fall Marketplace hotel room key cards – your program name on every key card has significant promotional value! Sponsor pays the cost of production for 500 quantity, 4-color key cards, plus the sponsorship fee. You supply the artwork to spec, and we will arrange for the production.

**LANYARDS/BADGE HOLDERS**

Sponsorship Fee: $1,750

Estimated Costs: $1,000

Lanyards/Badge holders are a great way to achieve maximum visibility for your program – every attendee will be wearing one with your program logo on it! Logo appears in 2 colors on the pouch and in 1 color on the strap. Sponsor pays for the cost of 250 1-color lanyards, plus the sponsorship fee.

**MEALS - HOSTED**  
Breakfast – Tuesday, Nov. 12, Wednesday, Nov. 13, Thursday, Nov. 14

Lunch – Tuesday, Nov. 12, Wednesday, Nov. 13

Sponsorship Fee: $1,200

Estimated Costs: Food and Beverage estimated at $7,500-$8,500 for Breakfast and $12,000-$14,000 for Lunch. Optional expenses are: A/V which can be shared, Décor, Giveaways

A hosted meal is a high-profile event which offers an excellent opportunity to make a full 20-minute presentation to the programmers and attendees. Make the meal memorable with optional video, entertainment and giveaways! All meals will be held indoors adjacent to the General Session ballroom, in a space with an option for natural light. The sponsor pays all costs for the event, plus the sponsorship fee. Priority is given to new programs.

Sponsor benefits include:

* Up to 20 minutes of presentation/screening time
* One full meeting registration for breakfast sponsor, two registrations for lunch sponsor
* Acknowledgement and thank you during the General Session
* Promotion on APTFM website and in APTFM e-newsletter
* Registrant list provided for your advance use (upon request after October 11)
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote the event in meeting tote bags

**MEETING TOTE BAG**  
Sponsorship Fee: $1,000

Estimated Costs: $2,500-$3,500 for bags, printing and shipping

Sponsor the high-quality meeting tote bags for long-lasting promotion of your program or brand. Your imprinted program logo will appear with the APT logo on approximately 250 bags, which are distributed to all our attendees. Additional bags can be ordered from APT if you wish, for your company needs.

**MORNING EXERCISE & WELLNESS**

Tuesday, Nov. 12 from 6:30-7:15am

Wednesday, Nov. 13 from 6:30-7:15am

Sponsorship fee: $200 per day

Estimated costs: Cost of any needed exercise/wellness equipment for approximately 25-30 people

Get the day off to a healthy start by sponsoring a morning exercise & wellness session. Promote your health and wellness program with a 45-minute session. We will provide an APT sponsor sign, thank you during the General Session, and will promote the event on the APTFM website, in the APTFM e-newsletter, and in the meeting agenda.

**NETWORKING BREAK**

Tuesday, Nov. 12 at 10:15am or 3:15pm

Wednesday, Nov. 13 at 10:15am or 3:15pm

Sponsorship Fee: $1,000

Estimated costs: Food and Beverage estimated at $3,500 - $4,000

Optional a/v, giveaways, branding

Sponsor coffee, tea, and snacks during program screenings to give your program high visibility and have the opportunity to show a short clip and speak to the programmers from the stage during the General Session. If your program is being offered in November, the break can be scheduled adjacent to the offer. Sponsor pays for refreshments, plus the sponsorship fee. Optional to add branding or have a theme.

Networking Break Sponsor benefits include:

* Up to 2 minutes (in total) to speak and show video at the podium
* Acknowledgement and thank you during the General Session
* Promotion on APTFM website and in the APTFM e-newsletter
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote your Break in the meeting tote bags

**POPCORN SERVICE**

Tuesday, Nov. 12 and Wednesday Nov. 13, from 9am-5pm

Sponsorship Fee: $750

Estimated costs: $2,350 for popcorn machine, popcorn, labor. Custom or stickered boxes are additional.

The popcorn service is a favorite at Fall Marketplace and offers high visibility promotion! Benefits include an APT sponsorship sign and a listing in the meeting agenda. Customize the display by adding your own banner, poster, video display, custom printed boxes, or a sticker to the standard boxes for extra promotional value! Sponsor pays for cost of the popcorn service, plus the sponsorship fee.

**PRODUCERS’ PROFESSIONAL DEVELOPMENT SESSIONS**

Session 1: Tuesday, Nov. 12, 9:30am-12:00pm

Session 2: Tuesday, Nov. 12, 2:00pm-5:00pm

Sponsorship Fee: $1,500

Sponsor the Producers’ Professional Development Sessions and promote your company or service to producers from public media stations, and independent producers. The Sessions typically focus on fundraising, promotion, technology updates, distribution services, production, post-production and business affairs/legal issues. The Producers’ Session last year was standing-room only, so it has been expanded to nearly a full day this year! APT will promote the sessions on the APTFM website, APTFM e-newsletter, provide an APT sponsor sign, and thank you from the podium. If sponsor is attending, they are welcome to speak to the group directly for up to 2 minutes. Optional distribution of literature and/or giveaways is available.

**PROFESSIONAL DEVELOPMENT SESSION**

Thursday, Nov. 13

Sponsorship Fee: $1,000

Estimated costs: $1,750 for light refreshments

The Professional Development Sessions are hosted by guest experts and APT’s programming team, and cover current industry topics such as media research, legal and FCC updates, underwriting, promotion strategies, programming practices and more. The sponsor pays for light refreshments plus the sponsorship fee and can distribute optional literature or giveaways. APT will promote the sessions on the APTFM website, APTFM e-newsletter, provide an APT sponsor sign and thank you from the podium.

**PROGRAMMER’S NOTEBOOK**  
Sponsorship Fee: $750

Estimated costs: $1,250-$1,500 for notebooks, printing and shipping, depending on style of notebook

Sponsor a 5x7 bound notebook with your logo on the cover, and we’ll place it at every programmer’s seat on the first day of the General Session for their use during the meeting, and for many months after the meeting ends. Just send us your logo and we’ll coordinate the printing, shipping and distribution of 150 notebooks.

**PROGRAMMER’S SCHOLARSHIPS**  
Sponsorship Fee: To be quoted

Estimated costs: Variable

Each year APT offers scholarships to Programmers who would not otherwise be able to attend Fall Marketplace. The Scholarship sponsor will be thanked from the podium, on our APTFM website and in the APTFM e-newsletter. Please email [sponsorships@aptonline.org](mailto:sponsorships@aptonline.org) to discuss pricing for this special opportunity.

**RECEPTION - OPENING NIGHT**Monday, Nov. 11 from 6:30pm-10:30pm at the ♫ Rock & Roll Hall of Fame ♫

Sponsorship Fee: $1,750

Estimated costs: Food and Beverage estimated at $20,000. Branding, music, giveaways are optional.

Showcase your program(s) in an extraordinary way by sponsoring the premiere event at APT Fall Marketplace – the Opening Night Reception! This year’s reception will be held at the Rock & Roll Hall of Fame! The iconic venue will make for a truly unique and unforgettable evening and is a fantastic way to promote your program or your company. Guests will be treated to a casual dinner and two drink tickets, followed by *exclusive* access to all levels of the Hall of Fame Museum. The sponsor pays for the cost of the Reception, plus the sponsorship fee.

Sponsor receives the following benefits:

* Two full meeting registrations
* Sponsor + APT branded Hall of Fame souvenir lanyards
* General Session Logo Display – valued at $600
* Acknowledgement and thank you during the General Session
* Promotion in registration materials
* Promotion on APTFM website and in the APTFM e-newsletter
* Registrant list for your advance use (upon request after October 11)
* APT Fall Marketplace sponsor sign
* Listing in Agenda
* Waived stuffing fee to promote the event in meeting tote bags

**RECEPTION - HAPPY HOUR**  
Date: Tuesday, Nov. 12 from 5:30pm-6:30pm   
Sponsorship Fee: $1,500  
Estimated costs:  Food and Beverage estimated at $5,000. Optional event décor, music, lighting, a/v, giveaways are additional.   
Sponsor the Happy Hour at the Lakeside Foyer for a perfect way to foster community and promote your program, as both PTPA and APT attendees gather to cap off a full day of screenings and get energized for a night in Cleveland! The Lakeside Foyer is located on the 3rd Floor of the Hilton Hotel providing a nighttime city backdrop for the reception. Sponsor pays for beverages and light snacks, plus the sponsorship fee. Décor, music, lighting, a/v, giveaways are optional.

Sponsor benefits include:

* 60-minute dedicated reception
* Acknowledgement and thank you during the General Session and PTPA General Session
* Optional short promo reel shown in General Session Ballroom prior to Happy Hour
* Promotion in APTFM website, APTFM e-newsletter and the Agenda
* Promotion in PTPA agenda, PTPA meeting app, and title slides
* Registered guest lists provided in advance (upon request after October 11)
* APT Fall Marketplace sponsor sign / PTPA Agenda, slides, and meeting materials
* Waived stuffing fee to promote the event in the tote bags

**ROOM DROP**  
Sponsorship Fee: $150

Estimated costs: Cost of item plus $5 per room hotel fee

Greet Marketplace attendees with a special gift delivered to their rooms to remind them of your program or to promote your company. The hotel staff will gladly coordinate and deliver your room drop for you inside the room or under the door. The sponsorship fee includes an advance registration list (available after October 11).

**SEAT DROP**  
Sponsorship Fee: $500

Estimated costs: Cost of promotional item

APT will drop your promotional item at the Programmer’s seats in the General Session. If your program is being offered, we will time it to be dropped the same day. 150 items needed; the sponsorship fee includes an advance registration list (available after October 11).

**\*\* ALL DROPPED ITEMS MUST BE SCHEDULED WITH APT AND NOT BE SELF-DISTRIBUTED.**

**SHUTTLE BUS**   
Date: Monday, Nov. 11

Sponsorship Fee: $1,000

Estimated costs: $1,200. Branding, giveaways are optional.

Give your program *and* all Marketplace attendees a lift by sponsoring a shuttle bus to and from the Opening Night Reception at the Rock & Roll Hall of Fame on November 11! The shuttle bus will operate on a continuous loop for the duration of the reception, providing a convenient and comfortable ride between the Hilton Downtown hotel and “Rock Hall”. Sponsor pays for the Shuttle Bus rental and sponsorship fee. Branding opportunities are available at an additional cost. APT will provide an APT Falll Marketplace sponsor sign, and a thank you from the podium!

**TOTE BAG STUFFER**   
Sponsorship Fee: $250

Estimated costs: Cost of stuffed item

Promote your APT-distributed program or company with a small giveaway item that we will stuff in the meeting tote bags for you. Sponsorship fee is to stuff one pre-assembled item in each meeting bag (250-275 total; APT will give a final count by Oct. 1). Items requiring assembly will be charged an additional fee and must be arranged in advance. Eco-friendly items are strongly encouraged!

[Download the TOTE BAG STUFFER FORM for more details](http://www.aptonline.org/aptweb.nsf/vFallMarketplace/Sponsorship-Sponsorship+Overview/$FILE/Tote+Bag+Stuffer+Confirmation+Form+2024.docx)

**WALL DECAL**

Sponsorship Fee: $500

Estimated costs: $100 per day/overhead wall rental fee, plus cost of decal & installation.

An overhead wall decal is an impactful way to promote your program or company. This large decal is affixed to the wall above the meeting foyer, in a high-traffic area to capture the attention of Marketplace attendees. Sponsor provides the vendor with a design to spec, pays for wall rental, printing, and installation, and the sponsorship fee.

**WEBSITE BANNER AD**

Sponsorship Fee: $300

Estimated costs: None

Sponsor an ad on the APT Fall Marketplace website home page and your program or vendor logo will be seen by every programmer, station personnel and producer who visits the site to learn about the meeting! APT’s Fall Marketplace website is *the* comprehensive meeting resource with links for registration, hotel information, and details about events and schedules. Sponsorship fee includes a 4-week run on the [APT Fall Marketplace Overview page](https://aptonline.org/pages/fallmarketplace/Index-Overview), from either Sept. 15-Oct. 14 or Oct. 15-Nov. 15.

\* Specs will be provided

\* Artwork is due: Sept 5 for Sept 15 start | Oct 1 for Oct 15 start

**WELCOME GIFT AT CHECK IN**

Sponsorship Fee: $500

Estimated costs: Cost of item(s) for approximately 250 attendees

Be the first to welcome Marketplace attendees staying at the Hilton Downtown with a special gift from your program or company! The front desk staff will hand your sponsored welcome gift to registered hotel guests upon check-in. The sponsorship fee includes an advance registration list (available after October 11).