



2023 SPONSORSHIP DOCUMENT



A LITTLE BIT ABOUT DEB

She's often the first name that comes to mind as a local influencer and community connector for Reno - Sparks- Lake Tahoe - Carson City - Eldorado County in the food, wine, and travel spaces.

She has grown her audience completely organically over the past 10 years.

CITY TALK AUDIENCE

163.7K

Total Video Views Total Podcast Streams 36K+

TOP PODCAST PLATFORMS









SOCIALAUDIENCE

Total Followers
33,000+

Monthly Avg Impressions 146,000+

RENO - SPARKS - CARSON CITY - LAKE TAHOE ELDORADO COUNTY - TRUCKEE - SACRAMENTO

60% WOMEN - 40% MEN MOSTLY AGE 25-44









4,100+

ENGAGEMENT

Because Deb has grown her audience organically through her genuine love of the community, they are extremely engaged and take her advice seriously.



A COMMUNITY FAVORITE

Debbie was kind beyond belief, quick on her feet, and more than willing to provide us with ample content to ensure the Nevada Dairymen received plenty of coverage during Dairy Month. I absolutely cannot recommend working with Debbie enough! An About Town Deb partnership is the cherry on top of any good communications plan.

Jancy Ulch Public Relations Coordinator, KPS3 Debbie is a light and a driver of Reno. She explores and reports from "inside the fish tank," rather than studying it. Debbie combines a business owner's communication technique with the perspective of a citizen. Her sincere passion, creativity and dedication to this town make her the celebrity endorsement you need, and the best friend you want to have. We love About Town Deb. Her "omnipresence" has made her a public icon, but her integrity and heart have made her a community spearhead. She is someone we trust, someone we love, and someonewhose voice echoes throughout local Reno.

Mark Estee Liberty Food & Wine Exchange, The Union, chez Iouie, Overland Restaurant & Pub

AWARDS & RECOGNITION

2018 SIERRA NEVADA POWERFUL WOMEN AWARDS

2019 AD PEOPLE OF THE YEAR: PROMOTION PERSON OF THE YEAR 2020 NORTHERN NEVADA BUSINESS WEEKLY: BEST OF BUSINESS NOMINEE: LEADERS TO KNOW

2021 NORTHERN NEVADA BUSINESS WEEKLY: BEST OF BUSINESS NOMINEE: LEADERS TO KNOW

CLIENTS/PARTNERS

El Dorado Wine Association

Carson Road Wineries

Visit El Dorado

Downtown Placerville Association

Nevada Dairymen

Northern NV American Heart Assoc

The Riverwalk Merchants

Association

Visit Carson City

Dorinda's Chocolates

Rolled Mountain Creamery

Surratt Law Practice

Biggest Little Fashion Truck

Caliber Hair & Makeup Studio

Crystal Basin Cellars

Design on Edge

Fenix Media

Gratis Gives Payment Processing

Labels Consignment Boutique

Northern NV Children's Cancer Foundation

Safe Embrace

Sierra Nevada Cosmetic & Laser Surgery

MARKETING THE SHOW

Each show is individually crafted to entertain and engage our audiences. The show is marketed through a series of mediums and methods.

As a guest or sponsor promoter, your showcase is included in the following:

- a 15-second teaser for an upcoming show, consisting of a reel and 1-2 scheduled posts)
- · Post video stream day off
- · Placement on ATD YouTube Channel
- · Media kit for sharing
- Access to links for streaming content of current and future shows
- Additional Social media credits and online recognition

SHOW SPONSORSHIP SUGGESTIONS

We are thrilled to present an opportunity to be a potential sponsor of "City Talk." The show targets a broad audience and offers a dynamic mix of entertainment and engaging content. The program includes segments on various topics, from lifestyle, food, and culture to travel and adventure, all designed to provide engaging, informative, and inspiring content for our viewers.

OPPORTUNITY THROUGH INTEGRATED

BECOME A PARTNER

As a sponsor, your brand will have an excellent opportunity to gain extensive visibility and exposure through integrated marketing channels. From in-show mentions to social media coverage and dedicated sponsor segments, we will work with you to tailor a sponsorship package that meets your specific goals and objectives.

Our team of experienced content creators and marketers will work closely with you to develop creative and impactful sponsor messaging that resonates with our audience.

By partnering with our TV show, you can connect with hundreds of untapped viewers nationwide and build brand recognition, loyalty, and trust. We are confident that your sponsorship will drive success for our program and your brand. We would be delighted to discuss further how to customize the campaign offerings to address your specific needs and objectives.

SPONSORSHIP

Thank you for considering sponsoring our TV show. The following are sponsorship-level descriptions for your review:

COMMUNITY CONNECTOR: \$5,000 / 10 SHOWS

- · Top-tier sponsorship level
- Brand logo will be prominently displayed in all promotional materials, closing credits, and dedicated sponsor segments within the show
- · Dedicated social media mentions (5x)
- Ten 30-second ad placements in each program episode
- · Includes (2) on-air guest interviews

PRODUCT PARTNER: \$850 / PER SHOW

- Product sponsorship level
- Brand logo will be displayed in segment closing credits
- · Sponsor Mentions on-air
- · Dedicated product feature within the show.
- · One Dedicated social media mention
- · Includes (1) on-air guest interview

DEB'S P1CK: \$2,500 / 3 SHOWS

- · Platinum sponsorship level
- · Brand logo displayed in all promotional materials
- · Brand logo will be displayed in segment closing credits
- · Dedicated social media mention
- \cdot Three 30-second ad placements in each program episode
- · Includes (1) on-air guest interview

FRIEND OF DEB'S: \$500

- Content sponsorship level
- · Brand logo will be displayed in segment closing credits
- · Sponsor Mentions on-air
- · Dedicated content mention / feature within the show
- · One Dedicated social media mention

SEGMENT SPONSOR: \$1,500 / PER SHOW

- · Segment sponsorship level
- · Brand logo will be displayed in segment closing credits
- · Dedicated sponsor segment within the show
- · One Dedicated social media mention
- · Includes (1) on-air guest interview
- \cdot One 30-second ad placement in chosen program episode

COMMERCIAL PLACEMENT: \$350

- · Commercial sponsorship level
- · Brand logo will be displayed in segment closing credits
- · Occasional Sponsor Mentions on-air
- ROS 30-second ad placement in chosen program episode (featured 1-2x) per show



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SOCIAIS

Instagram.com/AboutTownDeb
Facebook.com/AboutTownDeb
Twitter.com/AboutTownDeb
Linkedin.com/in/debbie-mccarthy-3a403641

LOOKING FOR MORE?

We are open to discussing customized sponsorship packages tailored to your needs and objectives. We look forward to working with you and showcasing your brand to millions of nationwide viewers.

