

Weatherschool Sponsorship Proposal

for

Gainesville Regional Utilities

June 8, 1998

GRU and Weatherschool

Weatherschool is a unique program that has a significant impact of a positive image providing the community with information and education.

As a sponsor of Weatherschool this past year Gainesville Regional Utilities has delivered their message to the public on topics such as storm preparations, energy conservation, safety and special services.

Benefits of Weatherschool Sponsorship

- * **Airtime placement in the 6pm Newscast with Billboards “This Weatherschool Question is brought to you by Gainesville Regional Utilities the Power of our Community.” Frequency and reach of this position gives the advantage of targeting GRU’s message to a wide audience.**
- * **Weatherschool schedule reaches an average 590,000 viewers per week at a cost of \$3.78 per thousand viewers.**
- * **Educational Opportunities with an interactive computer software program to over 500 elementary classrooms. As a sponsor GRU will receive logo, video and audio on all software.**

TV20 and Gainesville Regional Utilities

As part of the Weatherschool partnership TV20 with GRU will feature additional promotional and educational value.

TV20 will provide:

1. On Air promotion involving viewers to participate with Weatherschool questions such as the GRU Weatherschool Umbrella Promotion.
Scheduled dates for promotions: January 4, 1999 - January 31, 1999
June 1, 1999 - June 25, 1999
2. Four commercial productions for GRU - TV20 Weatherschool promos.
Scheduled dates for script development:
July 20, 1998
October 5, 1998
January 18, 1999
April 12, 1999
TV20 producer will coordinate with GRU on any ideas for the scripts.
Production will begin the following week, with new commercials to air at completion.
3. Weatherschool software will be available in any format needed (mac or pc) to classrooms in the Weatherschool program. Teachers will receive the formatted disk of the program and also have the availability to receive the information from the internet.
4. TV20 Weather personality will coordinate with GRU, presentations to four elementary schools scheduled for October (2) and January (2).

1998 Exclusive Sponsorship of TV-20 Weatherschool by Gainesville Regional Utilities

Includes:

- * Five second (:05) billboard prior to Weatherschool question at the beginning of the weather segment of TV-20 News at 6pm every Monday through Friday evening.
- * Thirty second (:30) Gainesville Regional Utilities spot adjacent to the Weatherschool billboard in the TV-20 News at 6pm every Monday through Friday evening.
- * Gainesville Regional Utilities logo on all TV-20 on-air Weatherschool promos - *a minimum of twelve (12) promos per week.*
- * Gainesville Regional Utilities logo on Weatherschool classroom materials distributed through North Central Florida.
- * Gainesville Regional Utilities logo on Weatherschool's 1999 software.
- * A supplemental Airtime package consisting of the following:

1x/wk Morning News/GMA

M-F 6:30-9am

1x/wk TV-20 Noon News

M-F 12-12:30pm

Package Value

- * 6pm News Spots (:30) with (:05) sponsor billboard:
52 weeks X 5 spots = 260 @ \$500 each.....\$130,000

- * Promotional Schedule: GRU-TV20 Weatherschool Promos
52 weeks X 12 spots = 624 @ \$75 each.....\$ 46,800

- * Supplemental Schedule: TV20 Morning News/Good Morning America
52 weeks X 1 spot = 52 @ \$125 each.....\$ 6,500

- * Noon News 12p-12:30p, M-F:
52 weeks X 1 spot = 52 @ \$135 each.....\$ 7,020

TOTAL VALUE.....\$190,320

**Exclusive Sponsorship of TV-20 Weatherschool
by Gainesville Regional Utilities**

**Exclusive Sponsorship Investment
\$117,000 (52 weeks)**

**Weatherschool contract agreement dates are as follow:
August 3, 1998 through August 2, 1999**

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