

The Preston Mitchum, Jr. Foundation

Visually Changing Our Community



Community In Touch

What is it? A new half-hour local community program that identifies and explores the variety of community-based organizations, and the various social issues they affect, in the Baltimore metropolitan area. Log on to www.pmjfoundation.org to see a promotional video for **Community In Touch**.

Community In Touch Mission: To provide a vehicle for local nonprofit, community-based, civic, and neighborhood organizations to communicate their mission to the community with the goal to educate the public about important social issues and empower them with the tools to give back. Since 2002, the Preston Mitchum, Jr. Foundation has worked diligently towards its mission to empower, inform and enlighten the public on serious social issues in the community.

Community In Touch (CIT) is a visual outlet we are providing for the community to inform and involve them in The Foundation's effort to make positive change in Maryland. The purpose of the program is two-fold:

1. To educate the community about issues facing the Baltimore community.
2. To empower the community with opportunities to give back. Through **CIT** The Foundation aims to "*Visually Change Our Community*".

What a great opportunity for your business/organization to become a part of this community effort!

Show the public that your organization is involved and concerned about its community. Your participation will demonstrate that it is vital to bring awareness to the many community issues at hand, thus strengthening partnerships and increasing positive change where it is most needed. This half-hour show will enlighten and further involve the public on the community efforts that all organizations have embarked upon to shape, change and impact lives.

The **Community In Touch** pilot episode we have enclosed explores personal stories of youth violence and highlights the Foundation's efforts to combat this problem. **CIT** will provide an invaluable resource for local nonprofit organizations to "get the word out" about their work and mission. All of the sponsorship dollars that come in go right back into producing more shows.

The first show will premiere on Comcast Cable, reaching over a million homes this spring. Our goal is to have a full lineup of shows ready to air on Comcast Cable for fall 2007.

Community In Touch

Sponsorship Information

- **PSA/Commercial:**

This will be a 30-second spot, which will include video, narration and music. Your 30-second PSA/Commercial will air during one of the four promotional breaks during the show. This will highlight your business/organization community involvement.

PSA/Commercial: 30-second

First Block	\$500
Second Block	\$350
Third Block	\$200
Fourth Block	\$100

PSA/Commercial: 15-second

First Block	\$350
Second Block	\$200
Third Block	\$100
Fourth Block	\$50

Please note: Additional charge of \$500 to cover the production cost of your PSA.

Sponsorship Packages

Title Sponsor

- If you would like to have us dedicate an entire half-hour show to your business/organization, the cost will be:

Naming rights as the sponsor of "CIT"

4x :30-second commercials/PSA's in the "CIT" show

2x sponsorship billboards in "CIT"

25x :15-second promotional spots directing viewers to watch the program

Production of a: 30-second commercial/PSA

www.pmjfoundation.org will provide a "CIT" section with sponsor logo and link to your website

\$5,000 per show

Sponsor

2x :30-second commercials/PSA's in the "CIT" show

25x :15-second promotional spots directing viewers to watch the program

Production of a: 30-second commercial/PSA

www.pmjfoundation.org will provide a "CIT" section with sponsor logo and link to your website

\$2,500 per show

All donations to **Community In Touch** are tax-deductible.

If you would like more details please contact us at:

The Preston Mitchum, Jr. Foundation

Preston Mitchum Jr., Founder

P.O. Box 20301

Baltimore, Maryland 21284

410-529-3844

www.pmjfoundation.org

Don't forget to log on to www.pmjfoundation.org to get a glimpse of the first episode of **Community In Touch**.