



Lubetkin Global Communications
Broadcasting on the Internet

LUBETKIN GLOBAL COMMUNICATIONS, LLC
COMMUNICATIONS, PUBLIC RELATIONS & TECHNOLOGY COUNSEL
708 CRESTBROOK AVENUE
CHERRY HILL, N.J. 08003
(856) 751-5491 • (267) 295-1112 Fax
<http://www.lubetkin.net>

Podcast Sponsorship Opportunities
Center for World War II Studies and Conflict Resolution
Brookdale Community College
2012 Spring Series

We produce a wide range of audio and video podcast content for nonprofit organizations and our own account that do not have a budget to underwrite the cost of podcast productions.

Many of these podcasts feature worthwhile presentations or seminars with informative content that would be useful or valuable to audiences that your business may want to reach.

One of these program series that may be attractive as a sponsorship opportunity for your firm is the Center for World War II Studies and Conflict Resolution at Brookdale Community College. This program features extraordinary events and speakers with first-hand accounts of important historical milestones in the World War II era. Survivors' ranks are dwindling and this is a great opportunity to honor World War II veterans by underwriting the preservation of their recollections.

This is a wonderful opportunity to position your organization as a supporter of efforts to preserve and study the World War II era in our nation's history.

Underwriting podcast production as a presenting sponsor can be a cost-effective way to link your company or organization in your customers' minds as a community-minded citizen willing to support the distribution of important, newsworthy content in podcast format, even if it does not directly promote the products and services you sell.

You may already purchase advertisements in fundraising programs or brochures. You probably donate money to nonprofit organizations in return for having your corporate logo included on a charity walk or run t-shirt, or included on a poster for a fundraising event. These donations often

miss the target audience because they are “one-off” advertisements for a particular event that are only seen briefly by the people involved in the event, and then they disappear.

A podcast is a permanent opportunity to promote your company’s message.

Once a podcast is produced and uploaded live to the web and podcast channels, we do not remove it. If you buy commercial time on traditional broadcast media like TV or radio, you pay a fee for every time the commercial is used.

Sponsors are given a 15-second availability at the beginning and end of each podcast, for a total of 30 seconds. We will either write and voice the sponsor announcement or can use recorded content provided by sponsors. Presenting sponsors for a series also can have their sponsorship tagline added to the metadata of the podcast file. Presenting sponsors of video podcasts have the option of recording two 15 second interview clips about their products and services to be included in the video.

Content Available for Sponsorship: Center for World War II Studies and Conflict Resolution at Brookdale Community College

Brookdale Community College Podcasts: The calendar of lectures produced by the Center for World War II Studies and Conflict Resolution for Spring 2012 is below. Programs available for podcast sponsorship include:

"Victory in Defeat: The Wake Island Defenders in Captivity, 1941-1945"

featuring Dr. Gregory J. W. Urwin, Author, Historian, Professor of History at Temple University

Tuesday, Mar. 6, 7:30pm, Warner Student Life Center

"World War II vs. the Iraqi Conflict: Similarities and Differences in the War Documentary"

featuring Brian Hemstreet, producer/director of Brookdale’s TV series “Triumphant Spirit” and Manager of Media Technologies, Bergen Community College

Tuesday, Mar. 27, 7:30pm, Warner Student Life Center

"Axis Sally: The American Voice of Nazi Germany"

featuring Richard Lucas, Author and Historian

Tuesday, Apr. 3, 7:30pm, Warner Student Life Center

"The Doolittle Air Raid"

featuring Paul J. Frisco, WW II Navy Veteran, feature writer, coordinator of Center for World War II Studies and Conflict Resolution's Veterans History Project

Tuesday, Apr. 17, 7:00pm, Warner Student Life Center

"World War II from Beginning to End"

featuring Fred Fraterrigo, Professor of History at Brookdale Community College and John Fraterrigo, Assistant Professor of History at Ocean County College

Tuesday, Apr. 24, 7:00pm, Warner Student Life Center

"The Ablest Navigator: Paul Shulman"

featuring J. Wandres, Historian and Author

Tuesday, May 8, 7pm, Warner Student Life Center

Podcast Sponsorship Rate Card

Presenting sponsor for a series: Presenting sponsor for a series is the exclusive sponsor featured in all of the podcasts of a particular series for a fixed amount of time. Sponsor payments are due and payable in advance.

Audio

3 months (minimum of 3 monthly programs):	\$3,000
6 months (minimum of 6 programs):	\$5,000
12 months (12 programs):	\$8,000

Video

3 months (minimum of 3 monthly programs):	\$5,000
6 months (minimum of 6 programs):	\$10,000
12 months (12 programs):	\$15,000

Presenting sponsor for individual podcasts: Any of these can be sponsored individually if no presenting sponsor has purchased the series. Individual episodes can also be sponsored if a series has not been bought out by a presenting series sponsor.

Audio Podcast, Individual	\$2,000
Video Podcast, Individual	\$3,500