

# PRICED OUT

The Real Cost of Affordable Housing

JUNE 14, 8-9 P.M.

Presented by  
SAMARITAN  
HOUSE



## TELEVISED PROGRAM SPONSORSHIP OPPORTUNITIES

Samaritan House partners with WTKR for an award-winning 1-hour prime time program to educate the community about the impacts of domestic and sexual violence, trafficking, and homelessness in Hampton Roads.

In 2025, it was awarded Best Public Affairs Program by the Virginia Association of Broadcasters (VAB). An average of 100,000+ households watch annually.

### PRESENTING SPONSOR

**\$25,000+ (1 AVAILABLE)**

Annual Partnership benefits PLUS:

- 60 seconds total commercial airtime
- Join us on air to promote partnership prior to air date
- Listed as presenting sponsor on all media releases and mentions, television commercials, and marketing materials
- Recognition as presenting sponsor during the program

### ORANGE SPONSOR

**\$5,000**

Annual Partnership benefits PLUS:

- 30 seconds total commercial airtime

### PURPLE SPONSOR

**\$10,000+**

Annual Partnership benefits PLUS:

- 45 seconds total commercial airtime
- Listed as sponsor on all media releases and mentions, television commercials and marketing materials

### SMALL BUSINESS

**\$2,500**

- 15 seconds total commercial airtime

All program sponsors receive your logo listed on sponsor scroll during program, company name on televised event landing page and donation page, and social media highlights during the campaign.

*\* Additional sponsorship opportunities available*

For more information and to secure your sponsorship, contact Kate Celius

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