



About WIN-TV

WIN-TV, Channel 991 on Waupaca's Charter Cable system is **Waupaca's TV station!** Operated by the City of Waupaca, WIN-TV features a mix of programming including City, School and County government meetings, community events including some library programs, Winchester Academy, Senior Center Events and special community events. WIN-TV also features general interest programming targeting seniors, those interested in sports and hunting, and families.

WIN-TV is a service that the City of Waupaca provides to better connect the community we live in with its government and events.

Why Sponsor WIN-TV?

WIN-TV provides an opportunity for local businesses to show support for community events and other programming that we produce while getting your message out to our viewers.

Your support helps WIN-TV to produce local programming and further our mission while you show your goodwill toward our community!

WIN-TV, unlike other forms of advertising, allows your message to stand out – **there is no competition from other advertising or clutter around your message.**

What does a WIN-TV Sponsor Get?

We can develop a customer sponsorship package that fits your needs and budget. At minimum, your package will include a 15-30 second message before and directly after any program you sponsor each time it airs. Most programs air 2-3 times per week, up to a month.

Your message can include:

- Business Name and slogan
- Address, phone number, website address, location or other contact information
- Business Hours
- Describe products or services in a value-neutral way

Who Can I Reach?

WIN-TV, Cable Channel 991, has a schedule full of programs that can reach almost anyone. From children, to adults, to seniors we can match your business with a program that closely matches the type of customer you are trying to reach.

How Much does it Cost?

Unlike advertising on the radio or in the newspaper, you'll find that sponsoring programming on WIN-TV is a very affordable way to have your business associated with the community we all live and work in. We'll put together a package customized for you and work out a price that fits your budget.

Thank you so much for your consideration in sponsoring Waupaca's WIN-TV.

