

# CHAMBER EXCHANGE



*The TV Show*

*Hosted by Tim Murray*

# SPONSORSHIP OPPORTUNITIES

## ABOUT THE SHOW

Chamber Exchange is designed to enhance awareness of the Central Mass Region by showcasing businesses and emerging sectors of the local economy through the show's interview format. Chamber Exchange is available to Spectrum subscribers in Central Mass and more than a dozen Connecticut communities.

The show is hosted by Chamber president and CEO Tim Murray and includes interviews with members and business leaders. The show also provides a forum for discussion of economic development, public policy, and other topical issues of relevance to the business community. It also serves as a platform to promote upcoming Chamber programs, events, and services. Sponsors and advertisers of Chamber Exchange and members of the Worcester Regional Chamber are given preference when inviting guests to appear on the show.

## ABOUT SPECTRUM NEWS MASSACHUSETTS

Spectrum News 1 is a 24/7 statewide network focused on delivering news, sports, weather on the 1s and information on the issues that are important to Massachusetts residents. Spectrum News 1 provides news across the state, from Beacon Hill to the Berkshires, including the Massachusetts congressional delegation on Capitol Hill. Spectrum News 1 is available exclusively to Spectrum subscribers across Massachusetts on channel 1 and is owned and operated by Charter Communications.

## PRESENTING SPONSOR

- One 60 second commercial during each show – Value: \$5,020
- Opportunity to appear on the show 2 times per year
- Presenting sponsor designation
- On the show intro and acknowledgment
- Segment with logo featured in every bi-weekly e-newsletter
- On the Chamber website advertising the show

**Annual Investment | \$10,000**



## SHOW FORMAT

- 3 Segments per show (7 – 8 minutes each)
- 30 – 60 second spots for a total of 6 - 12 commercials per show (6 – 7 minutes of ads)
- The show tapes every 2 weeks (26 shows annually) in the Spectrum News 1 studios at 95 Higgins Street in Worcester
- Runs for 2 weeks airing 4 times and is available OnDemand and on the Chamber's YouTube page: Lights, Camera, Chamber

