

SPONSORING THE COLORADO CHANNEL

WHAT WE DO

The Colorado Channel was formed in 2008 in an effort to expand accessibility and transparency of state government via coverage of the Colorado General Assembly on cable TV and the internet. The channel educates and engages the public in Colorado State government and its processes, promoting an informed and engaged citizenry.

A public service to the people of Colorado, the mission of the Colorado Channel is:

1. To make Colorado state government open, accessible, and transparent.
2. To provide direct, unfiltered, and noncommercial access to the work of Colorado state government.
3. To promote civic awareness and public participation in Colorado state government, including the provision of educational programming.

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Sponsoring the Colorado Channel supports an open, accessible government and an engaged, informed Colorado public. With your sponsorship, we:

- Increase awareness of our public service
- Expand programming with one-time expenditures
- Produce civics education content

Past educational topics include “How to Place an Initiative on the Statewide Ballot,” “How a Bill Becomes a Law,” and “The Redistricting Process in Colorado.” To view these videos, visit our [Additional Video Content](#) page.



PROPOSED EDUCATIONAL CONTENT INCLUDES:

- How to Read a Bill
- Understanding the Colorado Budget Process
- Finding Legislation in an Area of Interest (e.g., education, finance, health care)
- Contacting Your Legislator
- Testifying Before a Legislative Committee
- Engaging with Colorado Channel Online

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SPONSORSHIP LEVELS AND BENEFITS

Sponsors of the Additional Content Videos produced by the Colorado Channel will be recognized on www.coloradochannel.net, the additional content videos, and other promotional materials. Corporate, foundation, and individual sponsorships will be considered.

\$500	\$5,000	\$10,000	\$25,000
<ul style="list-style-type: none"> Sponsorship recognition on sponsor page of coloradochannel.net/sponsors 	<ul style="list-style-type: none"> Underwriting recognition on one educational Video, to air on Channel 165, and featured online at coloradochannel.net/additional-video-content (visit link for examples) Sponsorship recognition on every page of coloradochannel.net Sponsor logo airs on Colorado Channel (Comcast Channel 165) twice/day 	<ul style="list-style-type: none"> Underwriting recognition on two educational videos, to air on Channel 165, and featured online at coloradochannel.net/additional-video-content (visit link for examples) Sponsorship recognition on every page of coloradochannel.net Custom-produced 30-second underwriting video, airing on Channel 165 once daily for one year Sponsor logo airs on Colorado Channel (Comcast Channel 165) twice/day 	<ul style="list-style-type: none"> Underwriting recognition on five educational videos, to air on Channel 165, and featured online at coloradochannel.net/additional-video-content (visit link for examples) Sponsorship recognition on every page of coloradochannel.net Custom-produced 30-second underwriting video, airing on Channel 165 three times per day for one year Sponsor logo airs on Colorado Channel (Comcast Channel 165) twice/day
<p>\$1,000</p> <ul style="list-style-type: none"> Sponsorship recognition on every page of coloradochannel.net 			
<p>\$2,500</p> <ul style="list-style-type: none"> Sponsorship recognition on every page of coloradochannel.net Sponsor logo airs on Colorado Channel (Comcast Channel 165) twice/day 			

For questions or more information, please email sponsor@coloradochannel.net, or call 720-222-0159 x208.