



New Ulm and Sleepy Eye are going to be a part of BEK TV's "My Hometown" series (that airs on the Ladies of Another View talk show). The series is about getting great Midwest towns on people's radar, inspiring them to come for a visit or maybe even a lifetime. The hour-long programs are scheduled to air on April 3 for Sleepy Eye and April 10 for New Ulm.

The show features history, recreation, and interesting people and places. Our viewers—both urban and rural; men and women—watch throughout North Dakota, Western MN, and Eastern MT via over-the-air TV, 7 cable carriers, Dish, and everywhere on the Internet and on our new BEK TV+ app with viewers throughout the U.S. Our viewers are loyal and voted us "Best of the Best" 3 years in a row for "News & Sports" in the Bismarck Tribune's annual contest.

Not only will the "My Hometown" shows air on BEK, but CBS station, KEYC in Mankato is going to re-air as well. In addition, NUCAT, New Ulm's Cable Access TV will re-broadcast to multiple communities through Comcast and Nuvera cable providers.

Both local newspapers plan on doing stories about the making of the show and we will take out advertising, letting people know how they can watch.

"My Hometown" shows air 2x then are archived on the BEK website. We use search engine optimization to then continue to drive viewers to the show. All advertising is embedded in the show, so it is seen with each viewing.

Sample of Ladies of Another View: [Ladies of Another View](#)

Summary of the "My Hometown" series: <https://vimeo.com/829418205/f8abe2241d?share=copy>

Example of recent shows:

[Crookston, MN](#)

[Ellendale, ND](#)

Part of creating the special is getting sponsorships that promote your businesses while also supporting the community.

We have **\$300** and **\$500** sponsorships where we either use your logo with a voice over 2x in the show or 4x or use own commercial 1x for \$300 and another \$200 for each additional segment in the 1st or 2nd show.

### **Sponsorship packages.**

**\$1,500.00** – We create a :30 second commercial and air it 2x during the show. The commercial is yours to keep to use on any social media or television station.

**\$2,400.00** – We create a :30 second commercial, air it 2x during the show and **also air it daily for 3 months** (\$800 a month). The commercial is yours to keep to use on any social media or television station.

**\$4,200** (\$700 a month) for 6 months.

**\$6,600** (\$550 a month) for 12 months.

### **Sample commercials we have made for sponsors:**

<https://vimeo.com/653861825>

<https://vimeo.com/583497764>

<https://vimeo.com/673735016/81cfeca8bc>

<https://vimeo.com/731136745/3f4a45f9aa>

[Food First](#)

[Velva Economic Development](#)

[Abrasives](#)

Crookston: EDA <https://vimeo.com/848516405/5e62e21ed9?share=copy>

City <https://vimeo.com/848419887/58e264cc1c?share=copy>

Crosby Lodge <https://vimeo.com/852723621/ea992fb0a5?share=copy>

**If you'd like to take advantage of any of these opportunities, please contact Patti Armstrong at [pattiarmstrong@mac.com](mailto:pattiarmstrong@mac.com) or (701) 471-9633.**