



# Presencia

many voices, one community

## A Bilingual Show Featuring the Latino Culture in Western New England



Presencia Co-Host  
Veronica Garcia



Presencia Co-Host  
Zydalis Bauer

### BECOME A SPONSOR TO REACH YOUR LATINO MARKET

#### 40-50% IDENTIFY AS LATINO LOCALLY

According to reputable surveys, nearly half the populations of Springfield, Holyoke, and Chicopee self-identify as Latino.

#### 17% U.S. POPULATION & GROWING

U.S. Census data reports the Latino population is the fastest-growing ethnic minority group.

#### OVER 50K VIEWERS & WEB VISITORS

Presencia Season 1 episodes broadcast a total of 62 times. There were over 5,000 website pageviews, more than 5,000 YouTube views, and 8,000+ minutes of online video watched, with more than 38,000 Facebook impressions.

### SPONSORSHIP LEVELS & BENEFITS

#### \$10,000

Sponsorship of *Presencia* at the \$10,000 level provides:

- Category Exclusivity
- 15-Second Open/Closing Spot
- Inclusion in Ads & PR
- Presence at Live Show Events
- Run-of-Schedule Spots on WGBY HD, Create & World
- Live Interview Opportunities During Pledge
- Testimonial Opportunity (Additional Airtime)
- Logo on *Presencia* Website

#### \$5,000

Sponsorship of *Presencia* at the \$5,000 level provides:

- Open and Closing Sponsor Acknowledgement
- Live Interview Opportunities During Pledge
- Logo on *Presencia* Website

#### \$2,500

Sponsorship of *Presencia* at the \$2,500 level provides:

- Open and Closing Sponsor Acknowledgement
- Logo on *Presencia* Website

#### \$1,000

Sponsorship of *Presencia* at the \$1,000 level provides:

- Name or Logo in Show Credits
- Logo on *Presencia* Website

“ We have created a platform for dialogue that results in uniting and engaging the community. ”

*Presencia* Host Veronica Garcia

### WHAT IS PRESENCIA?



Hosted by Veronica Garcia and Zydalis Bauer, *Presencia* is a local production of public TV and PBS member station WGBY. It is a bilingual (English/Spanish) magazine-format program capturing the stories of the Latinos of western New England.



### TESTIMONIAL

Chicopee Savings Bank Charitable Foundation

We were proud to be a sponsor for *Presencia*. The programming reaches a community that is a great partner to us, and it enables us to show our support for this wonderful part of Western New England.

**William J. Wagner, President**



44 Hampden St. | Springfield, MA 01103  
413-781-2801 | [wgby.org/presencia](http://wgby.org/presencia)