



2019 Blazing Gavels

June 5-8 & 12-15, 2019

The Blazing Gavels Auction, now in its 53rd year, is the largest and most ambitious live, televised auction staged annually in San Antonio. During the event, hundreds of businesses from across the country donate goods and services to be auctioned off in support of public television. The auction is broadcast to an estimated three million South Central Texans and is live-streamed online.

KLRN's biggest fundraiser takes place over eight days and requires many hours and the help of volunteers and businesses to make it successful. The event brings viewers from various communities together in an effort to promote and sustain public television. In addition to fundraising, the purpose of the Blazing Gavels Auction is to connect individuals and businesses who value quality programming with each other and create a community of supporters.

Every sponsorship offers companies the opportunity to bring volunteers on a night of their choice for two shifts to represent their brand during auction.



501 Broadway | BlazingGavels.com | 210-270-9000



WHY SPONSOR?

KLRN is different than other TV stations because we are a mission-driven organization. We are YOUR television station, part of YOUR community, and the Blazing Gavels Auction is the best way to get in front of who can potentially be YOUR loyal client. By sponsoring, you'll show our audience how much public television means to you and with event presence built into the sponsorship, you'll even get to connect with them personally. Our audience values companies that support the community and an Auction sponsorship is a great way to show them your support.

Last Year's Sponsors Include:

USAA • Valero • Randolph Brooks Federal Credit Union • Catholic Life Insurance • Broadway Bank • Frost Bank • San Antonio Chamber of Commerce • SBS Admin Services • Catto & Catto • Security Service Federal Credit Union • Thompson Printing • Ed & Helenan Polansky

Community Partners Include:

Kohls • John Jay High School • TPR • KONO • University of the Incarnate Word • Leon Valley Chamber of Commerce • Northeast School of the Arts • AT&T • Coldwell Banker • Post 336 American Legion • UTSA • Raising Cane's • Tobin Center for the Performing Arts • And more!



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SPONSORSHIP BENEFITS

PICK UP & PAY
\$9,500

COMPANY NIGHT
\$9,500

SPECIALS
\$2,500

CHAIRMANS
\$2,000

PHONE BANK
\$1,500

KLRN
\$1,000

ALAMO/TP
\$800

TRIP OF THE NIGHT
\$600

Pre-Event Recognition

Logo on
BlazingGavels.com



Text recognition on
BlazingGavels.com



Day-Of Recognition

Number of volunteers

20

100

25

20

20

10

10

5

On-Air logo presentations

4*

12

10

10

8

6

5

3

Verbal mentions

4*

12

10

10

8

6

5

3

Live interview



Social media recognition



Exclusive board sponsor



Company banner at
Pick Up & Pay



Post-Event Recognition

Logo on Coporate
Support webpage



Logo on Thank You spot



Promo spot Featuring
Company Reps



*Per Night