



# WADEBATE

## COALITION SEATTLE CITY CLUB

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SEPTEMBER AND OCTOBER 2024 // PRESENTED BY



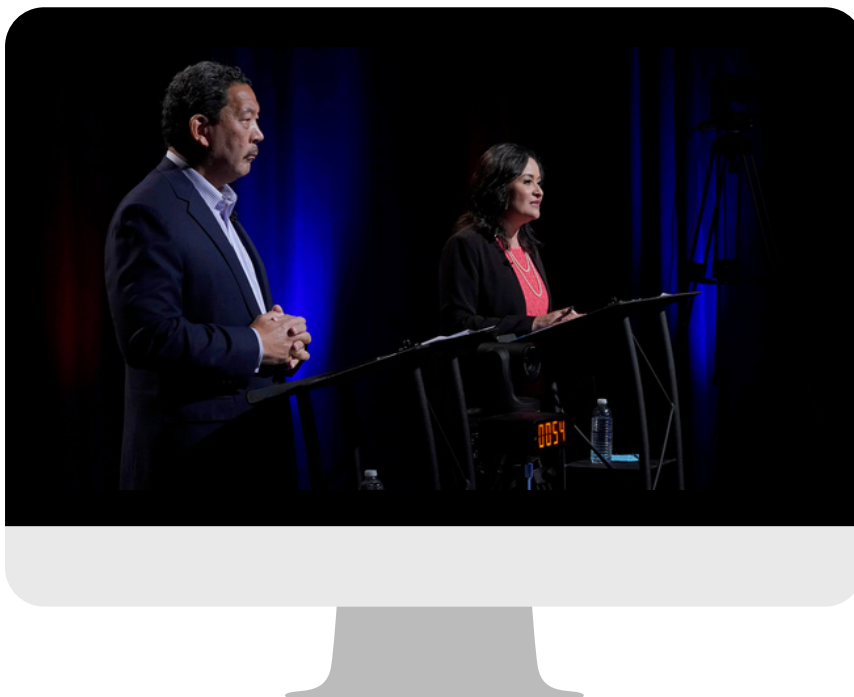
# DEMOCRACY THRIVES ON AN OPEN EXCHANGE OF IDEAS

Demonstrate your support for democracy and community engagement.

Does your organization value civil conversation and the exchange of ideas? Show your customers and our community how much you care about an informed, engaged electorate by sponsoring Seattle CityClub's 2022 high-quality, professionally produced, voter-engaged debates.

This year Seattle CityClub will present three important debates for the **U.S. Senate, WA Governor, and WA Attorney General** in September and October 2024.

The debates will be broadcast by Washington State Debate Coalition premiere media partners and other coalition members live in-person, on public broadcast, and streaming online.



# ABOUT SEATTLE CITYCLUB & THE WASHINGTON STATE DEBATE COALITION

Since 1980, Seattle CityClub, a nonpartisan nonprofit, has provided programs that inform, connect, and engage people around civic issues to help strengthen our region. Seattle CityClub provides a platform for insightful and educational conversations that include a diverse range of opinions. For more information, visit [SeattleCityClub.org](http://SeattleCityClub.org)

Seattle CityClub convened the first WSDC in 2016 to ensure public access to people seeking our state's highest elected offices. The WSDC is comprised of civic leaders, colleges, and media partners committed to a high standard of political debate while fostering collaboration.

Since its inception, the WSDC has served over 2,000, in-person attendees and reached nearly 3 million TV/online viewers. Board and staff are part of a steering committee that determines priorities for races and issues.



# INCREASE YOUR AUDIENCE AND EXPAND YOUR MARKET

The projected total audience is *300-1,000 people* at each in-person debate, depending on venue and health guidelines, with the ability to reach up to *two million more people* through our Premiere Media Partners including:

- TV: KING 5, KCTS, KOMO 4, TVW, KIRO 7, and Q13
- Radio: KUOW
- Print: The Seattle Times
- Digital: Crosscut

## Media partners have committed to:

- Supporting marketing efforts for all debates through on-air promotional messages, print ads, web and social media mentions, news stories, etc.
- Partners will stream the debates online, and include clips in their news broadcasts
- Radio partners will livestream all debates

## Marketing will also include:

- Press releases and media alerts, recognizing sponsors confirmed by deadlines
- Email newsletters
- Community calendar posts
- Cross-promotion from our media, programmatic and community partners
- Social media (Facebook = 3,105 followers, Twitter = 6,838 followers)

Audience Reach (weekly)	KUOW (NPR)	KOMO 4 (ABC)	KING 5 (NBC)	KIRO 7 (CBS)	KCTS 9 (PBS)	Seattle Times	Crosscut
Listeners	447,100	-	-	-	-	-	-
Viewers*	-	1,854,810	1,854,810	1,854,810	1,854,810		
Readers	-	-	-	-	-	1,800,000	75,000

# SPONSORSHIP OPPORTUNITIES

WSDC 2024 Debates Sponsorship Levels and Benefits	Presenting Sponsor \$25,000	Signature Sponsor \$15,000	Lead Sponsor \$10,000	Supporting Sponsor \$5,000	Contributing Sponsor \$1,000	Event Sponsor \$500
Number of sponsorships offered	Up to 3	Up to 3	Up to 5	No limit	No limit	No limit
Events included in sponsorship	All debates & broadcasts	All debates & broadcasts	All debates & broadcast s	All debates & broadcast s	Single debate	Single debate
Recognition on event marketing materials (alphabetical by level)	Prominent logo	Large logo	Logo	Name	Name	Name
Recognition on Seattle CityClub's website	Prominent logo	Large logo	Logo	Name	Name	Name
Recognition in two half-page ads in the Sunday editions of the Seattle Times + Seattlepi.com	Prominent logo	Large logo	Name			
Recognition from podium before broadcast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Listing in credits for broadcast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Verbal recognition at top of broadcast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Customized recognition at debates	<input checked="" type="checkbox"/>					
Reserved tickets for sponsored debate(s)	10	5	5	3	3	3

# SEATTLE CITYCLUB

## AUDIENCE INFORMATION

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- Annual Audience: over 1.2M (all programs, all platforms)
- Gender: 67% women, 31% men, 2% non-binary
- Age: 25-34 (15%), 35-44 (17%), 45-54 (17%), 55-64 (20%)
- Education: 81% College Graduate or higher
- Employment Sectors: Financial Services, PR/Marketing, Professional Services, Public/Government, Social Services, Technology
- eNews: over 9,000 unique addresses
- Social Media: (Facebook = 3,105 followers, Twitter = 6,838 followers)
- Television Audience: 159,000 Seattle households, 3 million statewide