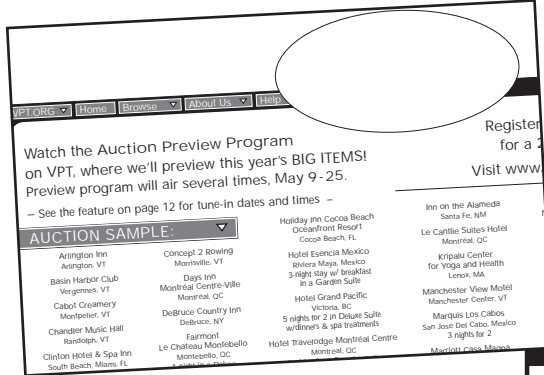




May 9 - 25, 2008

By donating to the
VPT Travel & Leisure Online Auction,
 you tap into a powerful, cost-efficient way
 to broaden your customer base.



How can your business participate?

There are 3 ways your business can take advantage of this opportunity to support Vermont Public Television and reach our viewing audience with your message:

- Donate a gift certificate for your product or service (unfortunately, we are not equipped to accept tangible donations at VPT)
- Donate a gift certificate for the product or service of your choice
- Become a National PBS Donor and part of the proceeds will benefit VPT.

All donors benefit from our Auction promotion prior to and during the event:

- Alerts in the **Journal**, VPT's monthly viewer's guide
- On-air tune-ins
- Radio tune-ins
- Newspaper advertising
- Cover and inside spread in the **Journal**
- Weekly HTML email in May
- One hour on-air auction preview show airs six times May 9 - 25

Vermont Public Television serves 2 million viewers in Vermont, New York and New Hampshire, and viewers in the Montreal, Quebec region of Canada.

Participate by donating a product or service

Donation Level	Promotion Benefits Featuring Your Business
\$50 - \$499	<ul style="list-style-type: none"> • "Honor Roll" scroll on preview show • Full page description on auction website • Your logo or photo on auction website • Link to your website from auction website
\$500 - \$1199	<ul style="list-style-type: none"> • 30-second on-air segment on preview show • Full page description on auction website • Your logo or photo on auction website • Link to your website from auction website
\$1200 - \$3499	<ul style="list-style-type: none"> • 45-second on-air segment on preview show • Full page description on auction website • Your logo or photo on auction website • Link to your website from auction website
\$3500 - \$4999	<ul style="list-style-type: none"> • 15-second pre-auction "Tune in, Log on" TV Spot • 45-second on-air segment on preview show • Full page description on auction website • Your logo or photo on auction website • Link to your website from auction website
\$5000 and up	<ul style="list-style-type: none"> • 15-second pre-auction "Tune in, Log on" TV Spot • 60-second on-air segment on preview show • Full page description on auction website • Your logo or photo on auction website • Link to your website from auction website

Participate by donating a gift certificate to a product or service

\$50 and up	<ul style="list-style-type: none"> • Your company name will appear as the donor on all appropriate promotional materials, along with a link to your site from the item's auction page
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Support VPT by donating beyond our viewing area

\$100 and up	<ul style="list-style-type: none"> • For information on participating as a National Donor, please email or call our auction office
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Call the auction office at **802-654-3675**, email corina@vpt.org or visit <http://www3.vpt.org/auction>

**Target loyal VPT viewers
and on-line auction enthusiasts
by donating to the
9th Annual Travel & Leisure Online Auction.**



May 9 - 25, 2008

Donating to our auction provides your business with:

- Exposure to an audience with an intent to purchase
- Excellent branding opportunities for the donated merchandise
- The opportunity to introduce new products or services

**Reach one of the most
desirable demographics in television
– the Public Television Audience!**

PBS viewers like to travel in style and are much more likely than the average U.S. adult to enjoy an extended vacation and to spend over \$5,000 on a vacation.

Compared to the average U.S. adult, public television members are:

- **143% more likely** to have spent \$5,000 and **140% more likely** to have taken three domestic plane trips in the past 12 months.
- **262% more likely** to have spent \$6,000 or more on foreign vacations, **165% more likely** to have taken three foreign vacations by plane in the past 12 months and **107% more likely** to own a valid passport.
- **172% more likely** to have visited Alaska, **64% more likely** to have visited Bermuda and **166% more likely** to have visited the United Kingdom in the last 12 months.

(Statistics by MRI, 2004 Doublebase)

Thank You!

VPT wishes to recognize the following businesses that have supported our auction fundraising efforts through the years!

Eight-time donors:

Comfort Inn, St. Albans, VT
Commodores Inn, Stowe, VT
Hearst Castle, San Simeon, CA
Hilton Lake Placid Resort, Lake Placid, NY
Holiday Inn Capitol, Washington, DC
Inn at Essex, Essex, VT
Mirror Lake Inn, Lake Placid, NY
Museums of Nature, Montreal, QC
Shelburne Museum, Shelburne, VT
Trapp Family Lodge, Stowe, VT
Umiak Outdoor Outfitters, Stowe, VT
Vermont Life Magazine, Montpelier, VT

Seven-time donors:

Atlantic Oakes by the Sea, Bar Harbor, ME
Mad River Glen Ski Co-Op, Fayston, VT
Montshire Museum of Nature, Norwich, VT
The Peabody-Orlando, Orlando, FL
The Spirit of Ethan Allen, Burlington, VT

Six-time donors:

Basin Harbor Club, Vergennes, VT
Billings Farm & Museum, Woodstock, VT
Boston Symphony Orchestra, Boston, MA
Hemingway's Restaurant, Killington, VT
Petra Cliffs, Burlington, VT
Sweet Serenity B&B, Randolph, VT
Vermont Transit Service, Burlington, VT

Five-time donors:

Accra Beach Hotel & Resort, Barbados
Ace Aviation, Charlotte, VT
BoatWorks, Colchester, VT
Discover Jazz Festival, Burlington, VT
Camp Catherine Capers, Pawlett, VT
Comfort Inn, St. Jean Sur Richelieu, Q.C.
Fairbanks Museum, St. Johnsbury, VT
Fairmont Hotels, Montreal, Q.C.
Fort Ticonderoga, Ft. Ticonderoga, NY
Great Escape, Lake George, NY
Green Mountain Inn, Stowe, VT
Hacienda El Santiscal, Spain
Hawk North, Pittsfield, VT
Henry Sheldon Museum, Middlebury, VT
Hollister Hill Farm, Marshfield, VT
Kroka Expeditions, Putney, VT
Limos for Less, Williston, VT
Marriott, Montreal Downtown, Q.C.
Mt. Washington Resort, Bretton Woods, NH
Ottley's Plantation Inn, St. Kitts, West Indies
Pitcher Inn, Warren, VT
Silas Griffith Inn, Danby, VT
Sports & Fitness Edge, Williston, VT
Stowehof Inn & Resort, Stowe, VT
Three Church Street, Woodstock, VT
Topnotch Resort & Spa, Stowe, VT
UVM Athletics, Burlington, VT
Waterfront Diving Center, Burlington, VT