WVIA will launch a full multimedia promotional blitz (TV, FM, web, print) calling all residents of northeast and central PA to nominate their HEROES.

Who’s your HERO?...A mom, a school teacher, local police officer, military service member? Anyone and everyone can be nominated for this NEW community focused program.

Each month WVIA will highlight a Hometown HERO with a TV and web campaign featuring a :60 second video vignette that includes an interview with the Hometown HERO.

Become a HERO by sponsoring this great community project!!!
Hometown **HEROES** Sponsorship includes:

- You company will receive EXCLUSIVE title sponsorship of Hometown **HEROES**.

- Your company's name and logo attached to ALL promotional materials and mentions of Hometown **HEROES**. (TV, FM, web, print)
  
  Ex. “Hometown **HEROES** presented by....Your Company's name here"

- Your company's logo attached to the OPEN and CLOSE of ALL Hometown **HEROES** video vignettes. (1 per month for an entire year)

- Hometown **HEROES** to air a minimum of (8) times per month on WVIA-TV.

- Your company's logo predominantly displayed on the dedicated Hometown **HEROES** webpage on WVIA.org.

- WVIA will organize every aspect of Hometown **HEROES**. (promotion, nominations, selection, scheduling, taping, etc.)