

WHAT IS



RIVERSIDE



Riverside TV is a city-run cable TV channel that provides 24/7 programming and reaches more than 50,000+ viewers.



OUR PROGRAMS



LIVE
GOVERNMENT
MEETINGS



LIFESTYLE SHOWS
Like Gardening,
Cooking And
Active Living



AWARD-WINNING
LIVE SPORTS
COVERAGE



OUR CHANNELS



99

3

21

WatchRiverside.com

[YouTube.com/CityofRiverside](https://www.youtube.com/CityofRiverside)



RIVERSIDE TV

OUR REACH

● Jurupa Valley
100,314
Est. Population (2015)

● Eastvale
59,039
Est. Population (2015)

● Norco
26,289
Est. Population (2015)

● Woodcrest
14,347
Est. Population (2010)

City of Riverside
324,696
Population (2016)



TOTAL REACH: Over 520,000

BY THE NUMBERS

FACEBOOK

 New Likes

6,641

Total **30,841**

586.2K
(+84.1%)



Native Facebook
Video Views

INSTAGRAM

 New Followers

5,176

Total **16,876**

275.1K



Total Post
Engagements

832



Total
Posts

1.3M



Total
Impressions



RIVERSIDE TV

2017/18 SPORTS STATS



26,476 Football
game views on
YouTube



73,600 Football
game viewed on
FaceBook



8134 Live Web
feeds via
YouTube



SPONSORSHIPS

SPECIAL LIVE SPORTING EVENTS

Local high school football (late August to early November)
College basketball games (CBU, UCR, RCC, La Sierra, etc.)

\$ 5 0 0

- ▶ Sponsor's logo graphic with narration "**brought to you by...**" displayed at the start of each quarter
- ▶ **Score Board graphic** for each quarter
- ▶ 4 sponsors max per game

SPONSORSHIPS

SPECIAL LIVE EVENTS

EVENTS LIKE: State of the City, Festival of Lights, Parades, Concerts

\$ 1,000

- ▶ **30-second commercial** aired at beginning and ending of program

OR

- ▶ Sponsor's logo graphic with narration "**brought to you by...**" (shown at beginning and end of program)

SPONSORSHIPS

PRE-PRODUCED PROGRAMMING

SHOWS LIKE: Flavor of Riverside, Historic Destinations, Active Riverside

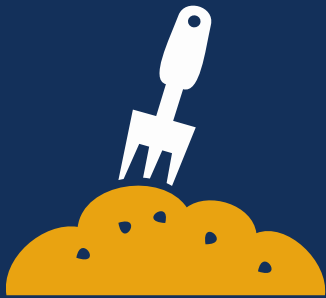
\$1,000

- ▶ 30-second commercial aired during program

OR

- ▶ Sponsor's logo graphic with narration "brought to you by..." (shown at beginning and end of program)

OUR PROGRAMS



EVERGREEN CONTENT

Pre-produced programming such as Flavor of Riverside, Riverside Today, Active Riverside, Spotlight, and many more are shown for extended periods. Allows for maximum exposure across RiversideTV, WatchRiverside.com and Youtube.com



SPONSORSHIPS

— CONVENTION CENTER VISITORS —

Live coverage of your event streamed to a website or recorded to DVD

————— \$ 1 , 0 0 0 —————

- ▶ **30-second commercial** aired at beginning and ending of program

OR

- ▶ **Sponsor's logo** displayed in background with narration

SPONSORSHIPS

EVENT RENTALS

Rental of City owned production truck and TV studio

\$1,500 Daily Van Rental
\$150 Hourly Studio Rental

- ▶ Broadcast van with 3 cameras
- ▶ 40 X 25 ft. studio with 3 cameras
- ▶ Additional equipment available
- ▶ Additional staff available

CONTACTS

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