

WHAT IS



RIVERSIDE

TV

Formerly called GTV, **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)

City of Riverside
324,696
Population (2016)

● Woodcrest
14,347
Est. Population (2010)



TOTAL REACH: Over 520,000

BY THE NUMBERS

FACEBOOK



New Likes

5,803

Total 24,200



Native Facebook
Video Views

INSTAGRAM



New Followers

7,991

Total 11,700

272,200



Total Post
Reactions

907



Total Photos
Posted

63,300



Average Impressions
Per Day



RIVERSIDE TV

2016/17 SPORTS STATS



26,311 Football
game views on
YouTube



21,097 Football
game views during
season
(late August to early
November)



5,146 Live Web
feeds via
YouTube



2017/18
Season

Adding Facebook
Live feeds to increase
viewership

SPONSORSHIPS

SPECIAL LIVE SPORTING EVENTS

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

\$500

- ▶ 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

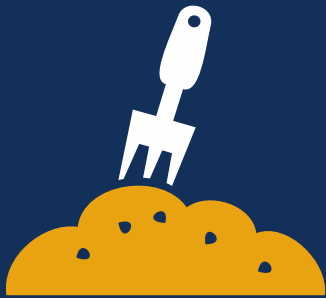
\$1,000

- ▶ **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



RIVERSIDE TV

SPONSORSHIPS

— CONVENTION CENTER VISITORS —

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

————— \$1,000 —————

- ▶ **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

\$1500 Daily Van Rental
\$150 Hourly Studio Rental

- ▶ Broadcast van with 3 cameras
- ▶ 40X25ft. studio with 3 cameras
- ▶ Additional equipment available
- ▶ Additional staff available

CONTACTS

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