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

WatchRiverside.com
YouTube.com/CityofRiverside
OUR REACH

- City of Riverside: 324,696 (Population 2016)

TOTAL REACH: Over 520,000
BY THE NUMBERS

FACEBOOK
- New Likes: 6,641
  Total: 30,841
- Native Facebook Video Views: 586.2K (+84.1%)

INSTAGRAM
- New Followers: 5,176
  Total: 16,876
- Total Post Engagements: 275.1K
- Total Posts: 832
- Total Impressions: 1.3M
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.)

$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.
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

$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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