



# AVIDITY

9TH ANNUAL

# AWARDS

CHICAGO!



OCTOBER 31 - NOVEMBER 3, 2024

[WWW.THEAVIDITYAWARDS.COM](http://WWW.THEAVIDITYAWARDS.COM)

# MARKETING PARTNERSHIP OPPORTUNITIES

TIER 1



“Gospel music is not a sound; gospel music is a message. Gospel music means good news. It's good news music.”

– Kirk Franklin

From its earliest days of emergence on the South Side of Chicago, Black roots-infused Gospel music has been a significant force in African-American communities within and beyond the walls of the institutional church. Blues musician turned Christian evangelist Thomas Dorsey is widely known for innovating and popularizing the sound we know and love. Since its birth in the heart of the Bronzeville community at Ebenezer Missionary Baptist Church, Gospel music has impacted American music and its broader global appeal. This “*good-news music*” (as mentioned by Gospel superstar Kirk Franklin, a “*Dorsey*” of his generation) continues to evolve, become increasingly diverse, and reach wider audiences.

At the turn of the century, game-changing technological advancements started putting the tools for producing and releasing commercially viable music into the hands of more creatives. With increased technological access to the masses came the deposition of major recording label domination. The industry's major players were no longer the marketplace middlemen whose gate-keeping influence determined what Gospel music got widely distributed and heard. The broader community of independent Gospel music artists has always been the driving force behind the creative envelope being pushed. It set the musical trends that larger, financially backed record labels would follow, scale up, and profit from. With technology's democratization of the recorded music industry has come the availability of more diverse expressions of Gospel music and the empowerment of artists to build profitable music businesses for themselves.

The Avidity Awards is dubbed “*The Biggest Night in Independent Gospel Music*” because it is committed to celebrating the trend-setting creatives of “good-news music” who are on the rise but often get overlooked by more prominent awards shows that favor more popular artists with major label backing. We are building a thriving community among indie Gospel artists, the talented creatives working alongside them behind the scenes, and the loyal fans who support these unknowns who are working in the trenches, continuing the legacy of the late Thomas Dorsey and other legendary artists who likewise started with no industry backing. In addition to honoring creatives, we will be celebrating Chicago area ministry and music leaders, national radio and industry vanguards, and inductees into the Indie Gospel Music Hall of Fame. Additionally, through our Avidity Cares platform, we will be advocating for the mitigation of gun violence and increased access to mental wellness services for underserved communities.

*\*Your contribution will be tax deductible. To receive a full tax deduction for your contribution, you can elect to waive any tangible benefits.*



The **9th Annual Avidity Awards** will be taped for television on **Friday, November 1, 2024**, at the **Greenwood Oasis** in Chicago, Illinois. **Avidity TV**, the show's producer, has negotiated the following broadcasting partnership with **WGN-TV**:

- Television airing of the **9th Annual Avidity Awards** on:  
**Sunday, December 15, 2024 at 2pm CST on WGN-TV**
- Includes One (1) 5-minute SEGMENT interview with Avidity Awards and Title Sponsor representative on **Daytime Chicago** (M-F 10a-11a) to air the week of the show-taping (see pages 5-6 for more details)
  - Pre-recorded in Studio or virtually
  - Includes one (1) Facebook Post featuring the Segment interview, includes audience targeting / 50,000 imps
  - Includes one (1) targeted email Blast featuring the Segment interview / 50,000 imps
  - Includes customized QR Code on screen
- Includes :15 spot bank of "tune in to watch" promotional spots that will ID Avidity Award primary sponsor(s)
  - 5x M-F 6a-9a news
  - 5x M-F 9a-10a news
  - 10x M-F daytime
  - 5x 4p-7p news
  - 20x 4a-10a Streaming News
  - Digital video exposure: 100,000 Impressions via CTV/OTT
  - Includes one "Tune into Watch" display ads via WGNtv.com homepage takeover: 200,000 imps
- Total on-air units (:15s, segment interview, paid program ): 47x
- **Adult Women Reach: 1.1 million**

We also intend to advance conversations around expanded cable and streaming network distribution beyond the premiere airing on WGN TV.

We are thrilled to invite you to become part of history by helping to underwrite the **9th Annual Avidity Awards Weekend** in Chicago from **October 31 - November 3, 2024!** This proposal aims to provide you with value-added recognition and appreciation for your generous support in making the weekend an unprecedented success.

**\*\*To ensure that we are able to fulfill ALL of your partnership benefits, we must receive your commitment no later than **October 1, 2024.**\*\***



## **[TIER 1] - Broadcast Presenting Sponsor (1 Available)**

### **\$25,000 Investment**

#### **SHOW TITLE RECOGNITION**

- Acknowledgment as the “Broadcast Presenting Sponsor” (i.e., “9th Annual Avidity Awards, presented by (Your Name)”) in **all** show mentions:
  - Show Title
  - Press Releases, articles, and write-ups
  - Commercials (television, radio, social media)
  - On-screen videos, social media posts, graphics and artwork
  - **Avidity Magazine**

Mentions begin from the moment sponsorship is secured and shall continue throughout all Avidity Awards Weekend events (from October 30 through November 3, 2024), as well as in all post show mentions on television and streaming broadcast airings.

#### **TELEVISION RECOGNITION**

- Acknowledgment and mention as a “Broadcast Presenting Sponsor” sponsor on **television**:
  - **WGN-TV** television and streaming broadcast of the **9th Annual Avidity Awards**

#### **CARPET RECOGNITION**

- Appearance of your logo on each of the three (3) carpet step and repeat backdrops:
  - **Pink Carpet (Main Carpet)**
  - Blue Carpet and Green Carpet
  - Prime visibility of your logo in all official Pink, Blue, and Green Carpet photos and the separately positioned sets staged for Avidity TV’s award show video interviews

#### **COMPANY COMMERCIAL PLACEMENT**

- Onscreen airing of sponsor-provided **30-second commercial** during:
  - **Avidity Honors Awards Reception** (Oct. 31st)
  - 9th Annual Avidity Awards ceremony and television taping (Nov 1st)
  - WGN-TV televised and streamed broadcast (8 commercial spots during broadcast)

#### **ON-STAGE RECOGNITION**

- At least ten (10) scripted verbal mentions throughout the 9th Annual Avidity Awards production
- Opportunity for Representative to Speak for two (2) minutes during 9th Annual Avidity Awards as title sponsor
- Company Representative allowed opportunity to present award (i.e., Male Artist of the Year, presented by “Your Company”)

#### **TICKETS**

- Twenty (20) **Inaugural Avidity Honors Awards Reception VIP tickets** (Oct. 31st)
- Twenty (20) **Avidity VIP Experience** tickets for the **9th Annual Avidity Awards** (Nov. 1st)

#### **BRAND VISIBILITY BENEFITS**

- Co-Branded Avidity Awards + Your Company Logo
- Co-Branded Logo will be used on **all** collateral, signage, press releases, etc.
- One (1) **All Access Event Vendor Pass** with premier table placement at all Avidity Awards weekend events
- One (1) full-page, inside cover placement of a sponsor-provided ad in **Avidity Magazine**
- Logo displayed on the show website and social media accounts (e.g., Facebook, Instagram)

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## **BECOME PART OF INDEPENDENT GOSPEL MUSIC'S BIGGEST NIGHT!**

As a sponsor of the 9th Annual Avidity Awards, we are confident that independent “good news” music artists will be elevated on a platform that is deserving of attention for these pace-setting creatives, blazing the trail musically for the mainstream recording industry and broadening the reach of gospel music as its grassroots innovators. Additionally, we believe this partnership will increase knowledge and awareness while working to improve the communities specifically impacted by gospel music throughout Chicago and the nation.

We greatly appreciate the opportunity to express this interest in partnering with you, and our team looks forward to receiving your feedback. As always, should you have any questions or concerns, we welcome the opportunity to meet with you in person or virtually by video conference to continue the conversation.

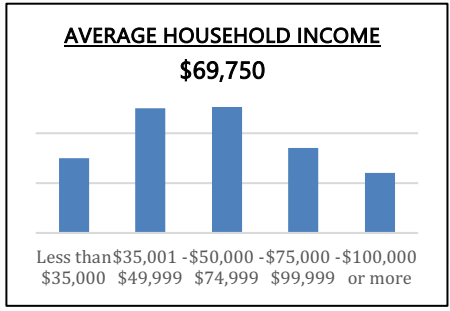
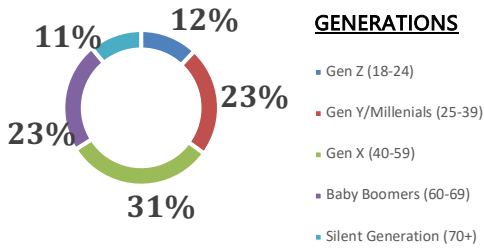
### **Contacts:**

**Derrick Huggins**, Founder & CEO | Mobile: 214-447-5601 | E-Mail: [derrick@theavidityawards.com](mailto:derrick@theavidityawards.com)

**Elton Taylor, Jr.**, Chief of Staff | Mobile: 903-926-5332 | Email: [elton@theavidityawards.com](mailto:elton@theavidityawards.com)

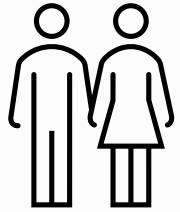
# AVIDITY 9TH ANNUAL AWARDS CHICAGO!

## ATTENDEE DEMOGRAPHIC PROFILE FOR AVIDITY AWARDS

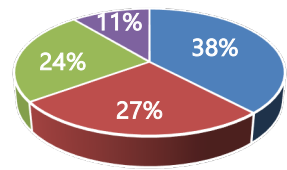


**RACE**

Black (Non-Hispanic)	81%
Hispanic	10%
White (Non-Hispanic)	7%
Asian (Non-Hispanic)	1%
Other (Non-Hispanic)	1%



**GENDER**  
57% female  
43% male



**EDUCATION**

- Some College
- Associates/Bachelor Degree
- Masters Degree or Higher



# CHICAGO'S VERY OWN WGN9

## ABOUT OUR TELEVISION BROADCAST PARTNER WGN-TV

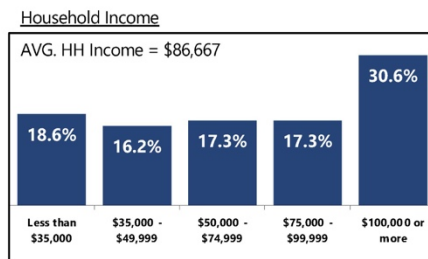
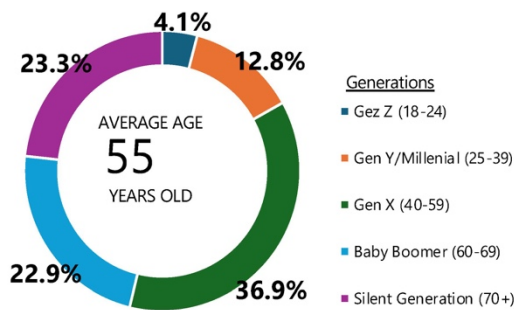
WGN-TV is Chicago's Very Own source for news and entertainment. The independent TV station first signed on the air in March of 1948. Today, WGN-TV programs more local news than any other Chicago TV station and can be seen on WGN-TV; the WGN+ TV streaming app on Roku, Amazon Fire TV and Apple TV; online at [WGNTV.com/Live](http://WGNTV.com/Live) and the WGN News mobile app. In-depth local weather coverage is available on all newscasts, [WGNTV.com/Weather](http://WGNTV.com/Weather) and the WGN Weather mobile app.

In addition to news and weather, WGN-TV is also home to the daily lifestyle show Daytime Chicago. WGN-TV maintains a high profile in the Chicagoland community through its charitable arm WGN-TV Family Charities, focusing on opportunities for children and families to help them fulfill their potential. WGN 9.2 is the Chicago affiliate for classic TV network Antenna TV, WGN 9.3 is the Chicago affiliate for Grit, WGN 9.4 is the Chicago affiliate for retro TV network Rewind TV.

### MARKET PROFILE

Chicago, IL is in the 3rd largest DMA in the United States, with a population of approximately 9,187,051 and 3,648,640 television households, as reported by Nielsen Media.

### WGN-TV Viewer Profile

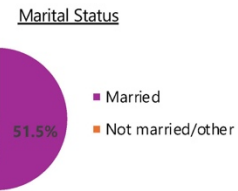
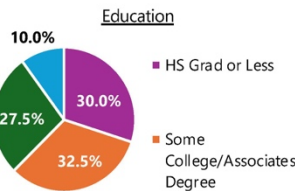


**Race**

White (non-Hispanic)	61.7%
African-American (non-Hispanic)	17.3%
Asian (non-Hispanic)	3.6%
Other (non-Hispanic)	1.7%
Hispanic	15.7%



**Gender**  
52.5% female  
47.5% male

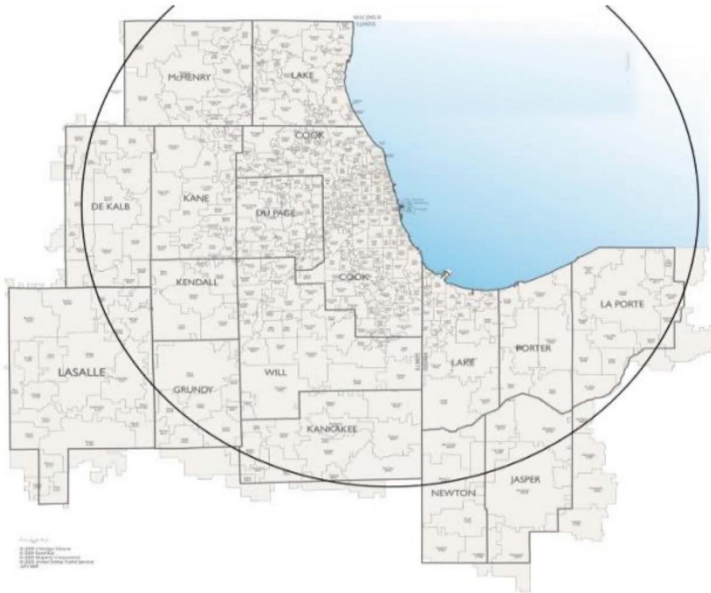


Source: Nielsen Scarborough 2024-Release 1 (FEB23-SEP23/AUG23-MAR24)



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# WGN-TV Coverage Map



DMA Rank	#3
TV HH's	3,624,820
Wired Cable	39.3%
ADS	9.8%
OTA (Broadcast only)	18.2%
Broadband-Only	32.7%

TV Households by County	
COOK	2,005,230
DE KALB	37,550
DU PAGE	338,710
GRUNDY	19,890
KANE	177,230
KANKAKEE	40,270
KENDALL	44,530
LAKE	248,360
LA SALLE	43,890
MCHENRY	112,790
WILL	237,030
JASPER	12,520
LAKE (IN)	191,170
LA PORTE (IN)	43,100
NEWTON (IN)	5,390
PORTER (IN)	67,160

Source: 2022-2023 Nielsen Universe Estimates Including BBO. Wired Cable, ADS and OTA estimates based on Q3 2023.

## WGN-TV Distribution

### WGN-TV Cable/Satellite



### WGN-TV Virtual MVPD's (skinny bundles) (Viewing counts with WGN for Nielsen)



### WGN+ OTT Streaming App (Viewing counts with AWGN for Nielsen)





## More Local News than any other station in the Chicago Market!

**WGN = 72.5 Hours**

Fox/WFLD = 58 Hours

CBS/WBBM = 44 Hours

NBC/WMAQ = 43.5 Hours

ABC/WLS = 43 Hours



Live local news and local news repeats included only. Excludes all local sports programs and network news programs.

CHICAGO'S VERY OWN  
**WGN9**

## #1 Station in Chicago for Morning News!

### Celebrating 13 years as the Morning News Leader!

October 2023 was the 13-year anniversary for WGN-TV as the morning news ratings leader in Chicago.

For 13 straight years,

**WGN-TV has delivered MORE  
Adults 25-54**

than the competing morning newscasts in the 6am-9am block including: Today Show, Good Morning America, CBS This Morning, and any other local news.



Source: Chicago Nielsen Live+SD, October 2010 – October 2022



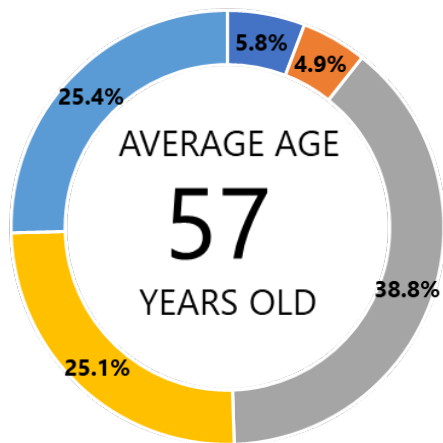
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Source: Nielsen Scarborough 2023-Release 2 (AUG22-SEP23)

*DAYTIME CHICAGO* is WGN TV's local lifestyle and entertainment program! Hosted by Amy Rutledge and Tonya Francisco, *Daytime Chicago* airs weekday mornings, 10am-11am with features on health, décor, cooking, travel, and topics specific to Chicagoans.

## Daytime Chicago Viewer Profile



- Gez Z (18-24)
- Gen Y/Millennial (25-39)
- Gen X (40-59)
- Baby Boomer (60-69)
- Silent Generation (70+)

### Race

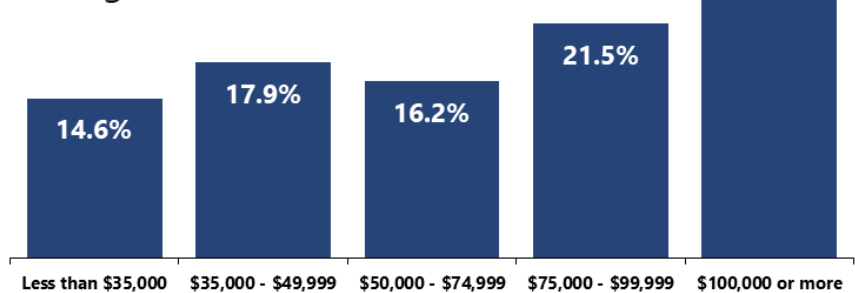
White (non-Hispanic)	59.5%
African-American (non-Hispanic)	20.8%
Asian (non-Hispanic)	1.4%
Other (non-Hispanic)	1.9%
Hispanic	16.5%

### Gender



### Household Income

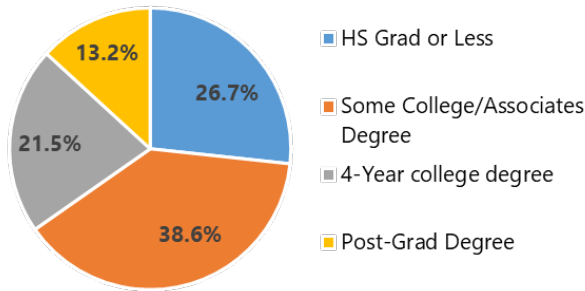
Average Household Income = \$89,687



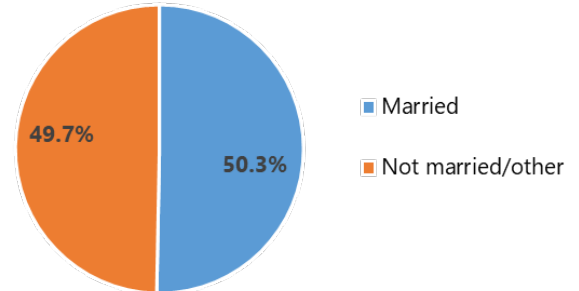
# Daytime Chicago Viewer Profile (cont.)

Source: Nielsen Scarborough 2023-Release 2 (AUG22-SEP23)

## Education



## Marital Status



# Daytime Chicago Viewership

Source: Nielsen Live+SD Jan'24 Sweep (1/4-1/31 2024). Viewership includes WGN and WGN+ (AWGN)

## Average Daily Viewership by Demographic

<b>Total Viewers</b>	<b>Adults 18+</b>	<b>Women 18+</b>	<b>Adults 25-54</b>	<b>Women 25-54</b>	<b>Adults 25-64</b>
58,583	57,481	34,140	21,973	13,818	33,415
	<b>Women 25-64</b>	<b>Adults 35-64</b>	<b>Women 35-64</b>	<b>Adults 35+</b>	<b>Women 35+</b>
	20,697	25,935	15,276	45,824	25,815



Tonya Francisco



Amy Rutledge



# DAYTIME CHICAGO

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