



**MPTF | IO + KTLA 5**

**TELETHON SPONSORSHIP OPPORTUNITIES**

Thank you for the opportunity to present this sponsorship,  
advertising and collaboration initiative for 2022 and beyond.



## About MPTF

MPTF supports working and retired members of the entertainment community with a safety net of health and social services, including temporary financial assistance, case management, and residential living. From childcare to living and aging well with dignity and purpose, MPTF is there to guide the industry workforce through the enormous obstacles life presents.

For over 100 years, the extraordinary generosity of the entertainment community has enabled MPTF to deliver charitable services to industry members in need.

“We see a need and we fill it.”  
- **MARY PICKFORD**

**Celebrating Over 100 Years of Service**



## Lights, Camera, Take Action!

We are proud to announce MPTF's first telethon will air live in primetime on Los Angeles' top-rated KTLA 5, **Saturday 7-9P, December 10, 2022**. Production is underway with **Yvette Nicole Brown** and **Tom Bergeron** set to host.

The recent COVID pandemic has affected all of us over the past 2½ years. MPTF has seen significantly increased costs of over \$9 million specifically related to COVID, including lab testing, PPE, isolation units, screeners, and significantly increased staffing expenses. These were unexpected and unbudgeted, pushing MPTF's cash reserves into the critical zone.

**We hope you will join us as a sponsor to help MPTF continue supporting those in need.**





“I want to support what you guys do. To have a place where you belong and they understand your passion and your history is beautiful. People don’t understand actors are the high point of the iceberg; we represent a huge number of great artists and craftsmen who have a hard time finding a job.”

**- JAVIER BARDEM**

“The industry we’ve all chosen has so many ups and downs. Often we may not know how to ask for help or even have the awareness that help is available. You’d be surprised at the variety of ways MPTF offers assistance that can make all the difference.”

**- HUGH JACKMAN**

“These residents need your support. It’s an incredible place with incredible people. That’s us!”

**- JODIE FOSTER**

“I got lucky in my profession, and luck needs to be shared. We’re part of a legacy of doing extraordinary things to help us get to where we are. These aren’t big movie stars. This profession is paycheck to paycheck, and there isn’t a great retirement structure built. That’s what this fills. We’re all in this together.”

**- GEORGE CLOONEY**



“There are so many people who dedicate their entire lives to our industry, working tirelessly behind the scenes to make our dreams come true. Giving back to MPTF is an amazing way to say thank you for all you’ve done.”

**-MATT BOMER**

“A lot of people working on shows are out of work, and despite financial difficulties they find ways to show up and do what they can to be of service. Crew members deliver groceries, writers show up for the elderly. Thank you for all you’re doing. It does not go unnoticed.”

**-TAYE DIGGS**

“MPTF has been here to support our industry for 100 years, and when they say we all play our part, they really mean it. We can only stay strong if we stay together.”

**-KRIS JENNER**

“Everybody’s in this together. Be love.”

**-JEFF BRIDGES**





100th Print Ad Campaign

IN 2007,  
I DIDN'T THINK  
ABOUT IT.

I was a proud member of Local 724. Still am. We'd saved for years to buy our first home. And a new baby, our third, was due in weeks. Life was hectic, crazy... perfect. Then suddenly this thing we thought couldn't happen, did. The industry just shut down. And in an instant: no work, unyielding panic. When MPTF helped us with enough to pay the mortgage, it was the yes that lingers in my soul to this day. We survived. MPTF was the safety net I didn't know I needed, until I did.

*Alex Aguilar Jr.*

**MPTF | 100**  
Caring is Infinite, since 1921

Read more about Alex Aguilar, Jr.'s story and find out how you can help ensure the safety net for the entertainment industry for the next 100 years. [MPTF.com](#).

IN 2018,  
I DIDN'T THINK  
ABOUT IT.

I'm a stuntwoman. And I've doubled for powerful actors. But I never thought of how an unscripted scene of PTSD and abuse might tear through my family and set us adrift. In a dark time, MPTF helped us make our way back. Back to a place where the future is bright, the stunt motorcycles ride fast, and the love runs deep.

*Ashlei Tave*

**MPTF | 100**  
Caring is Infinite

MPTF exists through the generosity of others. In honor of our 100th year of service, please play a part in supporting our entertainment community. Read more of Ashlei Tave's story and learn how we are the safety net for an industry at [MPTF.com](#).



Alex Aguilar Jr.  
and Bob Beitcher  
at MPTF's 100th Year  
Celebration Event 2022

Celebrating 100 Years of Service



## **KTLA's Support**

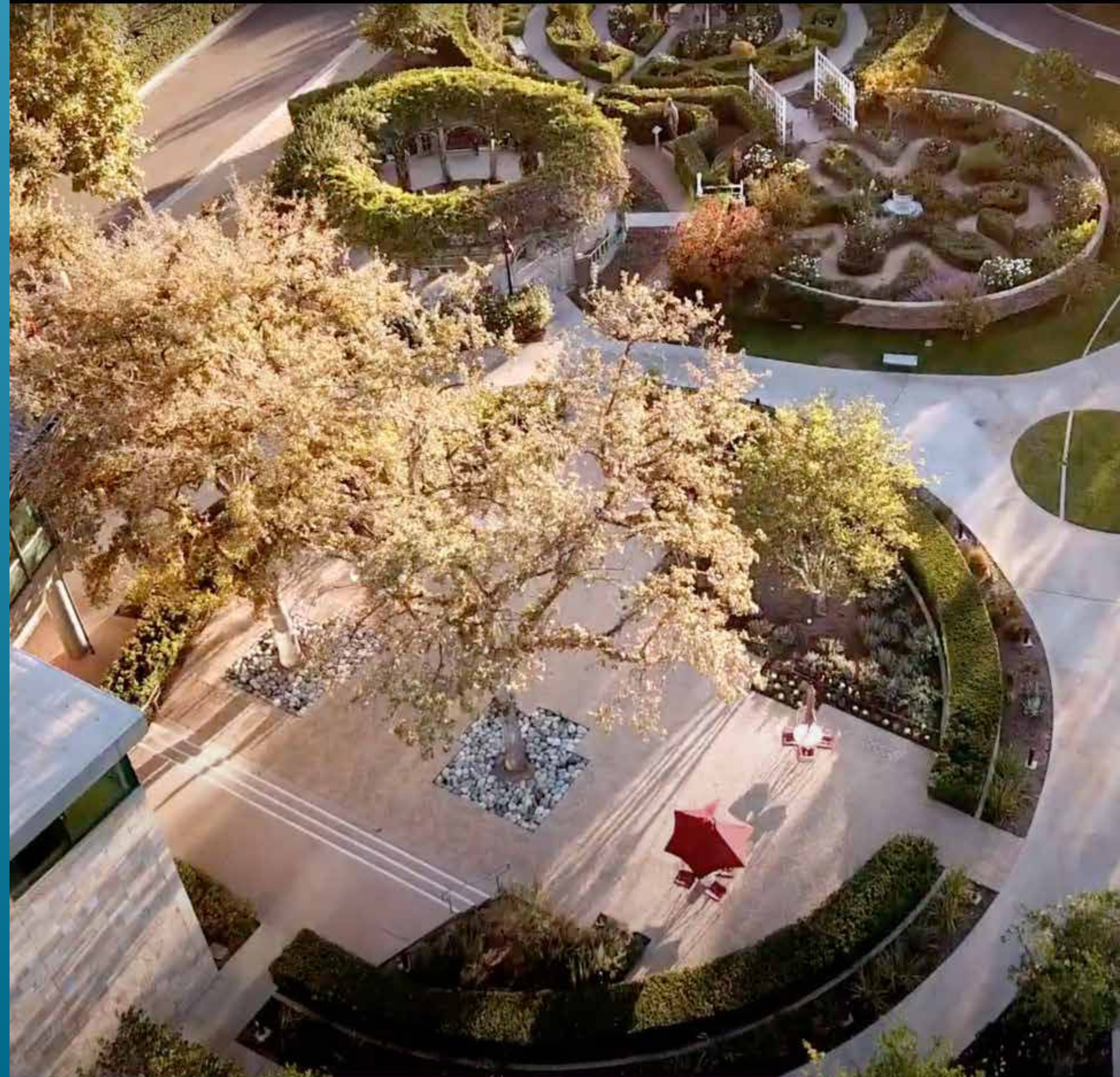
### **Broadcast**

- Telethon Donation Drive Launch: 12/9 Segment in KTLA Morning News
- 20x :15 promo spots in week leading up
- LA Unscripted segment
- Live mentions in AM and 6pm newscast on 12/10

### **Digital**

- Promos to air on KTLA.com Livestream and KTLA+
- Facebook Sponsored targeted spots
- Homepage Takeover with Super Billboard

**Total Promotional A18+ Imps: 504,545 est.**

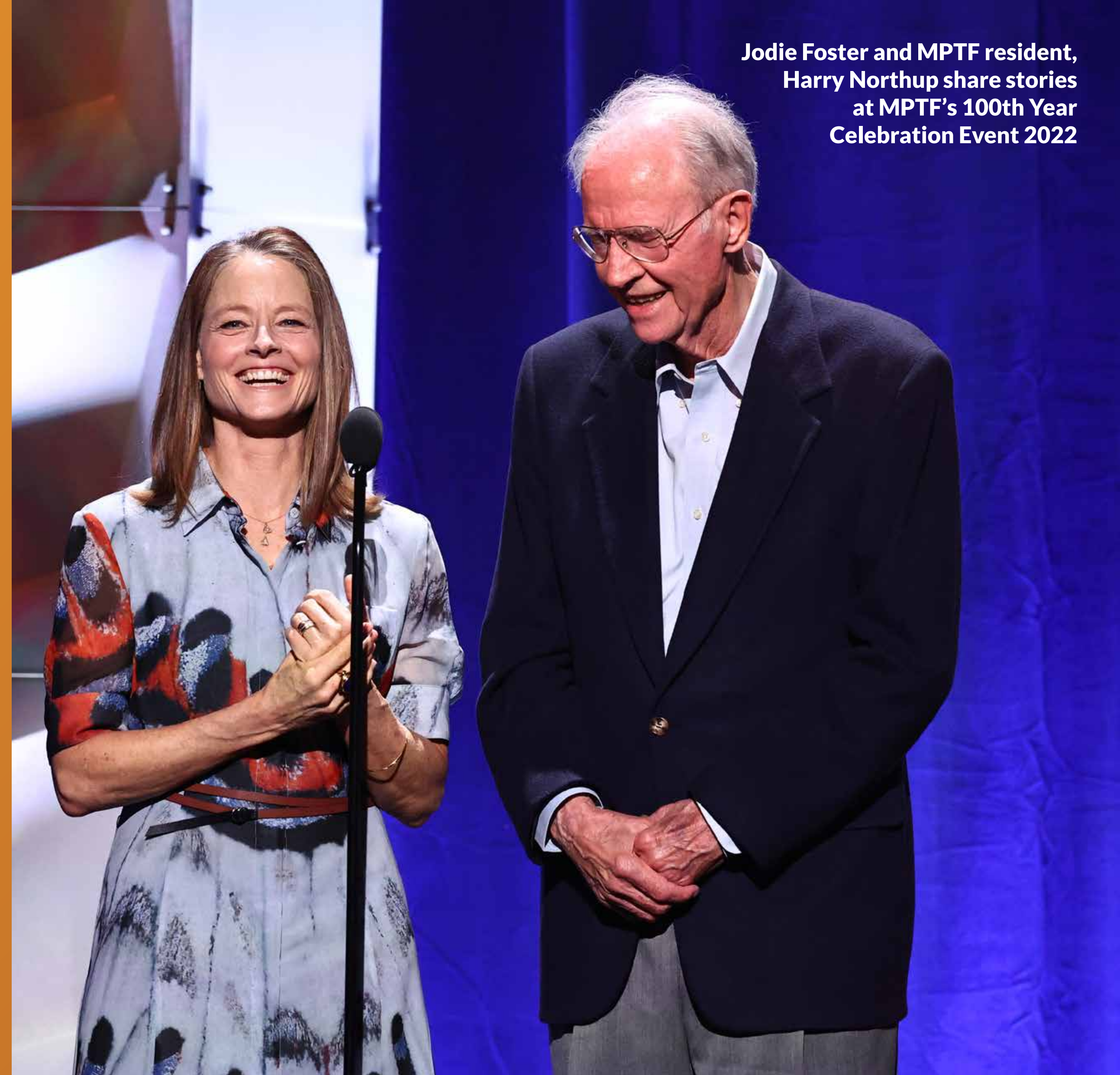




### Presenting Sponsor - \$100,000

- 60 second pre-taped message from you to play during telethon
- Opportunity for one representative to be on-air during Broadcast
- Inclusion in media alerts and pre and post PR opportunities
- Prominent logo placement during Broadcast
- Logo placement on Homepage Takeover with Super Billboard, Step and Repeat, MPTF Home Page and Event Page
- Mention in all 20, 15 second promo spots
- Inclusion in 12/9 segment on KTLA Morning News
- Social Media recognition on MPTF platforms and inclusion in KTLA's Facebook sponsored targeted spots
- Celebrity Shout Out during Broadcast
- Inclusion in the on-air donor scroll

Jodie Foster and MPTF resident,  
Harry Northup share stories  
at MPTF's 100th Year  
Celebration Event 2022





### Platinum Sponsor - \$50,000

- 30 second pre-taped video message from you to play during telethon
- Mention in 10, 15 second promo spots
- Logo placement during Broadcast
- Inclusion in media alerts and pre and post PR opportunities
- Social Media recognition on MPTF platforms
- Logo posted on Event Page
- Celebrity Shout Out during Broadcast
- Inclusion in the on-air donor scroll





### **Gold Sponsor-\$25,000**

- 10 second pre-taped video message from you to play during telethon
- Inclusion in select post PR opportunities
- Social Media recognition on MPTF platforms
- Logo recognition on Event Page
- Celebrity Shout Out during Broadcast
- Inclusion in the on-air donor scroll

### **Silver Sponsor - \$10,000**

- Social Media recognition on MPTF platforms
- Logo recognition on Event Page
- Inclusion in the on-air donor scroll

### **Bronze Sponsor - \$5,000**

- Name recognition on Event Page
- Inclusion in the on-air donor scroll







**THANK YOU FOR YOUR SUPPORT**

**MPTF + KTLA Sponsorship Opportunities**

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