



Sponsorship 2020:

We would like to propose a unique sponsorship.

Imagine having over 600 street level billboards to promote your campaign or cause. One billboard can cost from \$1000 to \$3000 a month and has a limited area and demographic. Second Nature has over 600 street level billboards across all types of demographics and events. The average cost for one sign per month is only \$25.

We currently have 119 kiosks throughout the City of Omaha. The borders of which include 10th street to the East ; 42nd street to the West; Cuming street to the North and Jones Street to the South. The vehicular traffic count at these kiosks represents over 4,000,000 cars per month and another 1,000,000 pedestrians during peak spring and summer months. The value of this based on MONTHLY IMPRESSION VALUE (MIV), these kiosks are valued at over \$24,000 a month and \$295,000 for the year.

We also participate in over 100 events throughout the year which are visited by 2 million people. Notable events include the Taste of Omaha, Jazz on the Green, the College World Series, LaVista Days, Apple Jack Festival, Lincoln Marathon, Nebraska State Fair, and the downtown 4th of July fireworks. These 100 events have over 1.5 million patrons.

We have kiosks at 14 gas stations, 4 parks, and several ball fields and are expanding yearly.

We also have permanent kiosks in Papillion, Gretna, Nebraska City, Strategic Air and Space Museum (Ashland), and in the City of Bellevue. We have kiosks at Lewis and Clark landing, Benson Park, Zorinsky park.

Ads can be changed monthly, or quarterly and sign production and installation is \$25 per sign.

**We would like to propose the following packages for you for January 1, 2020 to Dec 31 2020:**

**Option 1. Image your ad on 600 kiosks in the Nebraska market. We are running a special for one discounted price for your ad on all 600 kiosks:**

**\$135,000 including sign production and installation**

**This is a \$347,000 value. Over 60% discount.**

Option 2. City of Omaha kiosks: **100 kiosks for \$22,000 with sign production. 40% discount**

Option 3. Sarpy County(Papillion, Gretna, Bellevue, Sac Museum) 75 kiosk:

**\$16,000 with sign production, 40% discount**

Option 4. 10 Gas Stations:

**\$13,000 with sign production , 40% discount**

Smaller budget options:

\$10,000 for city of Omaha kiosk (50 signs)

\$8,000 for 5 Gas Stations one sign per kiosk

**Total \$18,000 plus sign production.**

or

City of Omaha kiosks (33 signs)

4 Gas Stations one sign per kiosk plus 2 bonus stations for a total of 6

**Total \$10,000 plus sign production.**

10 signs 3 months	\$750	\$675
10 Signs 6 months	\$1,500	\$1,250
10 signs 12 months	\$3,000	\$2,400
25 signs 3 months	\$1,875	\$1,600
25 Signs 6 months	\$3,750	\$3,000
25 signs 12 months	\$7,500	\$5,625

We can customize this for whatever your needs. Event packages available.

**Why choose Second Nature's Street Level Billboards marketing and advertising program?**

**SUPPORT THE ENVIRONMENT THROUGH SPONSORSHIP. YOUR SPONSORSHIP HELPS SUPPORT RECYCLING. IT'S GOOD FOR THE ENVIRONMENT.**

**Our Cost per thousand(CPM) is as low as \$0.36. Much Lower than other media available.**

**We offer over 600 kiosks in Nebraska, 13 Convenient stores and hundreds of events.**

**What do people do when filling up their cars with gas? With their undivided attention at the gas pump, the C-Store kiosk provides a great way to advertise and get your message out to everyone who owns a car!**

**Most cost-effective advertising for your business!  
Second Nature Street Level Billboards is much more cost effective than other media sources!**

**Second Nature's Container Billboards are almost half the cost to Billboards and 4 or 5 times less expensive than more other advertising available based on CPM and impression value. City of Omaha CPM: \$0.36, Gas stations CPM: \$3.33 and Specialty locations CPM: \$3.98. Numbers don't include pedestrian data for City of Omaha. Most locations are at intersections and/or with high pedestrian traffic areas for better results than billboards.**

**Brand your company or promote your business at over 125 events, 600 billboards across Nebraska with 2.5 million people attending these locations.**