



UnoDeuce Multimedia

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“Hope in Action with Sheri Jones” Webcast & Podcast Sponsorship Packet

About UnoDeuce:

UnoDeuce Multimedia is a full-service storytelling agency that uses video and audio to document why organizations do what they do and how they positively impact their community.

UnoDeuce has been producing digital media primarily for nonprofit organizations in the human services, education, association, healthcare, and community development sectors for 25 years. Their focus on storytelling has solidified a reputation for helping organizations expand their brands and fund more programs. Over the past 6 years, UnoDeuce Multimedia’s storytelling brand has helped raise more than \$7 million in the Mid-Michigan region.

About Sheri Jones Creative Media:

Sheri Jones is one of Michigan’s most respected and recognizable voices in broadcast journalism. After an extraordinary 37-year career in television, she recently wrapped up her tenure as lead anchor of the 5, 6, and 11 p.m. newscasts at WLNS-TV 6 in Lansing. Her career has been marked by powerful storytelling, community leadership, and a commitment to covering issues that matter most, including mental health, the opioid crisis, gun safety, and human trafficking.

Sheri’s excellence has been recognized with induction into the Michigan Journalism Hall of Fame, the Michigan Broadcasting Hall of Fame, the National Academy of Television Arts and Sciences Silver Circle, and, most recently, the Michigan Women’s Hall of Fame.

Today, Sheri continues her mission through Sheri Jones Creative Media LLC, where she shares the wealth of knowledge gained during her television career, helping organizations and individuals tell compelling, authentic stories that inspire connection and change.

About the Webcast and Podcast:

The program will be a 30-minute monthly webcast divided into three segments, each following a monthly theme. The segments will feature two non-profit organizations located within the non-profit hub and an additional non-profit agency from the community. Sheri Jones will then bring it all together with the creative minds of UnoDeuce Studios. A companion podcast will accompany the main webcast and will include longer versions of the interviews.



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The program will be hosted on the Non-Profit Hub website and on UnoDeuce Multimedia. It will have its own social media accounts and will be shared among the various organizations in the Hub.

It will be broadcast live on YouTube and distributed to the Lansing Public Media Center and WLNS online streaming platform.

Sponsorship Costs and Benefits

- 12 Monthly Webcasts (30 Minutes)
- 12 Monthly Podcasts (Up to 30 Minutes)
- Can be locked in at 3 and 5 years

Catalyst: \$10,000/Year	Advocate: 15,000/ Year	Visionary: 25,000/ Year
Logo on Web Page	Logo on Web Page	Logo on Web Page
Logo Placement on main YouTube Video (in perpetuity)	Logo Placement on main YouTube Video (in perpetuity)	Logo Placement on all YouTube Videos (in perpetuity)
Social Media Shout Out (1x per month)	Social Media Shout Out (2x per month)	Social Media Shout Out (4x per month)
	Video Ad 1x per show (12x per year)	Video Ad 2x per show (24x per year)
	Shout out & Logo on podcast	Shout out & Logo on podcast Full interview segment on Podcast (1x per Year)
		Fully Sponsored 4-minute TV Segment(12x per year)
10 Spots Available	6 Spots Available	1 Spot (Currently Unavailable)