



2025 APT FALL MARKETPLACE SPONSORSHIPS

November 3 - 5, 2025 | Boston, MA

APTonline.org/fallmarketplace

APT Fall Marketplace offers a variety of opportunities at every budget level to promote your program to key public television personnel

Choose your preferred sponsorship(s) from this list and submit your request using the [Sponsorship Application Form](#). Don't forget to indicate the distribution status of your program on the form. ***Please note your program must be distributed by APT, or pending offer for distribution in order to promote at APT Fall Marketplace.***

Programs that are submitted for evaluation by September 15 are eligible for sponsorships, pending final acceptance by APT. **Sponsors will be confirmed by Aug 19.**

Questions? Email us at sponsorships@aptonline.org.

DEADLINES TO REQUEST SPONSORSHIP

August 15

Items requiring production: Elevator Clings, FM25 Newsletter Ad, Hotel Key Cards, Lanyards/Badge Holders, Light Box, Meeting Tote Bag, Programmer's Notebook, Wall Decals, Website Banner Ad

Agenda Events: Meals, Lunch Exhibitor Table, Receptions, Networking Breaks, Producers' Professional Development Sessions, Programmer Scholarships

September 15

Agenda-At-A-Glance, Attendee Wi-Fi, Door Prizes, General Session Logos, Tote Bag Stuffers

September 30

All remaining sponsorships must be requested by this date and will be confirmed on a first come, first served basis

Please note: EXPO will not be held this year - see Creative Connections Lunch

Seat Drops are not offered as a sponsorship opportunity this year.

Please do not bring promotional materials into the General Session.

SPONSORED EVENTS

Meals • Creative Connections Lunch Exhibitor Table • Receptions • Networking Breaks • Producers' Professional Development Sessions

BRANDED ITEMS

Agenda-at-a-Glance • Hotel Key Cards • Lanyard/Badge Holder • Meeting Tote Bag • Programmer's Notebook • Tote Bag Stuffers

BRAND VISIBILITY

Attendee Wi-Fi • Door Prizes • Elevator Clings • FM25 Newsletter Ad • General Session Logo Display • Light Boxes • Programmer Scholarships • Wall Decals • Website Banner Ad

**LIMITED QUANTITIES
BOOK EARLY!**

SPONSORED EVENTS

HOSTED MEAL | BREAKFAST Tuesday, Nov 4 or Wednesday, Nov 5

HOSTED MEAL | LUNCH Tuesday, Nov 4 (waitlist)

Sponsorship Fee: \$1,000

Estimated costs: Food and Beverage estimated at \$11,000 - \$13,000 for Breakfast and \$20,000 for Lunch

Optional expenses: A/V (which can be shared), décor, giveaways

A high-profile meal event offers an excellent opportunity to make a full 20-minute presentation to attendees. Optional video, entertainment and giveaways can be offered. ***Sponsor pays all costs for the event, plus the sponsorship fee. Priority is given to new programs.***

Includes: One full meeting registration, up to 20 minutes of presentation or screening time. Promotion on APT website, FM25 Newsletter mention, sponsor acknowledgment in agenda, General Session Display Logo, thank you during general session, event signage, and registrant list for advanced use upon request.

CREATIVE CONNECTIONS LUNCH | EXHIBITOR TABLE

Wednesday, Nov 5 from 12:00 - 1:55pm

Sponsorship Fee: \$2,000 Single Table/ \$3,000 Double Table

Optional expenses: A/V, giveaways

Join us for the Creative Connections Lunch, an opportunity to network with station programming and content directors in an informal, lunchtime setting. Promote your content at an exhibitor table. Explore collaborative opportunities that can elevate your program's broadcast, including streaming and engagement initiatives. ***A/V is available to rent from the hotel.***

Includes: Skirted 8'x10' table, electrical power drop, registrant list for advanced use upon request, promotion on APT FM website, FM25 Newsletter mention, sponsor acknowledgment in agenda. Lunch is provided for all participants.

Download the Creative Connections Lunch Registration Form for more details.

NETWORKING BREAK

Tuesday, Nov 4 at 10:00am or 3:15pm or Wednesday, Nov 5 at 10:15am

Sponsorship Fee: \$1,000

Estimated costs: Food and Beverage estimated at \$3,000

Optional expenses: Giveaways, branding

Sponsor a break with coffee, tea, and snacks to give your program high visibility. Sponsors have the opportunity to show a short clip and speak to the programmers from the stage during the General Session. If your program is being offered in November, the break can be scheduled adjacent to the offer. ***Sponsor pays for refreshments, plus the sponsorship fee. Option to add branding or have a theme.***

Includes: Promotion on APT website, FM25 Newsletter mention, sponsor acknowledgment and thank you during general session, sponsor signage, sponsor acknowledgment in agenda and up to two minutes at the podium to speak or show a clip.

PRODUCERS' PROFESSIONAL DEVELOPMENT SESSIONS

Tuesday, Nov 4, Session 1 - 10:20am - 12:15pm and/or Session 2 - 1:45 - 5:00pm

Sponsorship Fee: \$1,500

Optional expenses: Giveaways

Sponsor one or both of the Producers' Professional Development Sessions and promote your company or service to producers from public media stations and independent producers. The Sessions typically focus on technology, fundraising, promotion, distribution services, production, post-production and business affairs/legal issues.

Includes: Promotion on APT website, FM25 Newsletter mention, sponsor acknowledgment in agenda, sponsor signage, thank you during general session and option to speak for up to two minutes at the podium. Optional distribution of literature and/or giveaways.

RECEPTION | HAPPY HOUR

Tuesday, Nov 4 from 5:30 - 6:30pm (waitlist)

Sponsorship Fee: \$1,500

Estimated costs: Food and Beverage estimated at \$10,000

Optional expenses: A/V, décor, music, lighting, giveaways

Sponsoring the convivial Happy Hour is a great way to foster community and promote your program as APT attendees gather to cap off a full day of screenings before heading out for a night in Boston. ***Sponsor pays for reception food and beverages, plus the sponsorship fee.***

Includes: 60 minute dedicated reception, promotion on APT website, FM25 Newsletter mention, sponsor acknowledgment in agenda, sponsor signage, registrant list for advanced use upon request and thank you during general session. Optional short promo reel shown in General Session Ballroom prior to event.

RECEPTION | CLOSING EVENT

Wednesday, Nov 5 early evening

Sponsorship Fee: \$1,500

Estimated costs: Food and Beverage estimated at \$20,000

Optional expenses: A/V, décor, lighting, giveaways

Showcase your program(s) by sponsoring the ultimate closing event, sure to leave attendees with a lasting impression of your program(s). A themed party will make for an unforgettable evening and an inspiring way to foster community while elevating your brand. The event will be held in a ballroom adjacent to the General Session. ***Sponsor pays for the cost of the Reception, plus the sponsorship fee.***

Includes: One free meeting registration, 90 - 120 minute dedicated reception, promotion on APT website, FM25 Newsletter mention, sponsor acknowledgment in agenda, General Session Display Logo, newsletter or website ad, sponsor signage, registrant list for advanced use upon request and thank you during general session. Optional short promo reel shown in General Session Ballroom prior to event.

BRANDED ITEMS

AGENDA-AT-A-GLANCE

Sponsorship Fee: \$250
Estimated costs: \$250

Sponsor the Agenda-at-a-Glance and have your program logo on the front cover and bottom inside bar of this indispensable print guide to APT Fall Marketplace. ***Sponsor pays for printing of the full-color Agenda, plus the sponsorship fee.***

HOTEL KEY CARDS

Sponsorship Fee: \$1,500
Estimated costs: \$1,580

Sponsor the APT Fall Marketplace hotel room key cards – your program logo on every key card has significant promotional value. You supply the artwork to spec, and we will arrange for the production. ***Sponsor pays the cost of production for 500 quantity, 4-color key cards, plus the sponsorship fee.***

LANYARD/BADGE HOLDERS

Sponsorship Fee: \$1,750
Estimated costs: \$1,150

Lanyards/Badge holders are a great way to achieve maximum visibility for your program – every attendee will be wearing one with your program logo on it. Logo appears in full color on the pouch and on the strap. ***Sponsor pays for the cost of 250 full color lanyards, plus the sponsorship fee.***

MEETING TOTE BAG

Sponsorship Fee: \$1,500
Estimated costs: \$2,750 - \$4,000 (dependent on bag and inclusive of printing & shipping)

Sponsor the meeting tote bags for long-lasting promotion of your program or brand. Your imprinted program logo will appear with the APT logo on approximately 250 bags, which are distributed to all attendees. ***Sponsor pays for cost of bags, production, shipping, and the sponsorship fee. Additional bags can be ordered from APT, for your company needs.***

PROGRAMMER'S NOTEBOOK

Sponsorship Fee: \$1,500
Estimated costs: \$1,050 - \$1,700 (150 Units)

Sponsor a 5x7 bound notebook with your logo on the cover, which we will distribute to programmers in the General Session. ***Cost is dependent on style chosen. Just send us your logo and we'll coordinate the printing, shipping and distribution.***

TOTE BAG STUFFER

Sponsorship Fee: \$250
Estimated costs: Cost of stuffed item

Promote your program or service with a small giveaway item that we will stuff in the meeting tote bags for you. 250 units required. ***Sponsorship fee covers one pre-assembled item stuffed into each meeting bag. Items requiring assembly will be charged an additional fee and must be arranged in advance. Eco-friendly items are strongly encouraged.***

[*Download the Tote Bag Stuffer Form for more details*](#)

Seat Drops are not offered as a sponsorship opportunity this year.
Please do not bring promotional materials into the General Session.

BRAND VISIBILITY

ATTENDEE WI-FI SERVICE

Sponsorship Fee: \$500
Estimated costs: \$5,400

Promote your content throughout the meeting by providing Wi-Fi service exclusively to Fall Marketplace attendees. Sponsor enjoys a customized login password which will be displayed multiple times in the General Session, in the agenda materials and APT Fall Marketplace sponsor sign. APT will also thank you from the podium.

Includes: Sponsor acknowledgment in agenda, General Session Display Logo, repeated displays of the password in sessions, sponsor signage, FM25 newsletter mention and thank you during general session.

DOOR PRIZE

Sponsorship Fee: \$400
Estimated costs: Cost of the prize and shipping

Sponsor a door prize (or get your underwriter to donate one!) and we'll draw a lucky winner from the programmers in attendance at our screenings or the producers attending the Professional Development Sessions. You and your program or service will be acknowledged at the podium and in the registration materials. *Door prize donors may draw the prize onstage with prior arrangement. You are responsible for shipping the door prize to the winner.*

[Download the Door Prize form for more details](#)

ELEVATOR CLINGS

Sponsorship Fee: \$1,000
Estimated costs: \$2,090 per set of elevator doors (each set of doors displayed across from each other)

Elevate your program with high-impact, colorful elevator door clings. Elevator doors located on our 2nd floor event level service the meeting, guest rooms and the hotel restaurant and lobby so your design/logo will be front and center of every Fall Marketplace attendee for the entire meeting. Three (3) sets of double doors are available on event level, and 3 sets of double doors on lobby level. The hotel's vendor will provide printing and installation. *Sponsor provides a design to spec, pays for printing, door rental, installation and the sponsorship fee.*

GENERAL SESSION LOGO DISPLAY

Sponsorship Fee: \$600
Estimated costs: None

Programmers are in the General Session Ballroom all day Tuesday and Wednesday. If you'd like a major opportunity to have your program logo in a prominent location, sponsor a color logo to be displayed on multiple monitors during the General Session. Send your logo to spec, and we'll do the rest! *Sponsorship fee includes rotating display, setup and equipment.*

NEWSLETTER AD

Sponsorship Fee: \$400
Estimated costs: None

Promote your program with a digital ad in an edition of the APT Fall Marketplace 2025 newsletter. The newsletter provides valuable details about Marketplace happenings and is emailed directly to 1,150 recipients, including programmers, general managers, station personnel, and producers.

Includes: One (1) banner ad in the Fall Marketplace e-newsletter, assistance from our designer to format your static creative ad to our specs and sponsor acknowledgement in the registration materials.

Edition	Artwork Due	Distribution Date
#2	August 15	Week of Sept 1
#3	September 1	Week of Sept 15
#4	September 15	Week of Sept 29
#5	September 29	Week of Oct 13
#6	October 13	Week of Oct 27

LIGHT BOX DISPLAY

Sponsorship Fee: \$1,000
Estimated costs: \$3,200

Sponsor the APT Schedule display and have your program branding on two lightboxes, 3x3 and 3x7. Light boxes will show the full meeting schedule and be prominently placed at the registration desk and at the General Session Ballroom entrance. Furnish APT with your logo to spec and we'll take care of the rest. *Final design will reflect the Fall Marketplace theme and will be shared for approval in September.*

PROGRAMMER SCHOLARSHIPS

Estimated costs: \$1,500 - \$5,000

Each year APT offers scholarships to Programmers who would not otherwise be able to attend Fall Marketplace. Show your support for public media by sponsoring registration scholarships, and we will thank you with promotional benefits for your program. Please email sponsorships@aptonline.org to discuss pricing for this special opportunity.

Includes: Promotion on APT website, FM25 Newsletter mention and ad, General Session Display Logo and thank you during general session.

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BRAND VISIBILITY

WALL DECALS

Sponsorship Fee: \$1,000
Estimated costs: Prices range from \$850 - \$2,200 for decal, installation and wall rental

Wall decals are an impactful way to promote your program or company throughout the meeting. Placement options are available in high-traffic areas to capture the attention of all Marketplace attendees. ***Sponsor provides the hotel's vendor with a design to spec, pays for location rental, printing, and installation and the sponsorship fee. APT will provide branding options, sizes, a rate sheet and location pictures.***

WEBSITE BANNER AD

Sponsorship Fee: \$300
Estimated costs: None

Sponsor an ad on the APT Fall Marketplace website home page and your program or vendor logo will be seen by every programmer, station personnel and producer who visits the site. APT's Fall Marketplace website is the comprehensive meeting resource with links for registration, hotel information, and details about events and schedules. ***Sponsorship fee includes a 4-week run on the [APT Fall Marketplace Overview page](#), from either Sept. 2-Oct. 4 or Oct. 5-Nov. 6. Specs will be provided. Artwork is due: August 18 for Sept 2 start | Sept 22 for Oct 5 start.***

SPECS FOR APT FALL MARKETPLACE SPONSORSHIPS

LOGO/ARTWORK *Please provide all of the following files:*

Logo

- PNG with transparent background (no white background)
- 1920 x 1080 px, 300+ DPI
- Original vector/illustrator artwork (.AI/.EPS with fonts converted to outlines)

Title Art

- JPG/PNG
- 1920 x 1080 px, 300+ DPI preferred, leaving a title-safe margin of at least 25 pixels
 - 16x9 aspect ratio at 1280x720 (HD720) display resolution
- Please send original vector/illustrator artwork (.AI/.EPS with fonts converted to outlines)

Title Art may be used in addition to your logo for promotional purposes

VIDEO

Video

- Codec: H.264 or Apple ProRes 422 (Proxy level not LT, HQ or SQ/422)
Frame Rate: 30fps
Bit Rate: ~ 45 mb/s
Resolution: 1920 x 1080 preferred (1280 x 720 accepted)
Scan Type: Progressive required

Audio

- Channels: Stereo
Codec: AAC
Data Rate: 192 kbit/s (higher accepted)
Sample Rate: 48 kHz

Content

Please include a full screen logo still as the first image in your video

Name files using underscores instead of spaces, like this: PROGRAM_TITLE_Fall_Marketplace_2025_Logo.png and PROGRAM_TITLE_Fall_Marketplace_2025_Logo.ai or PROGRAM_TITLE_Fall_Marketplace_2025.mov

Upload your logo and/or video using this link (please note this link is NOT for program submissions)