

Reach TV & Streaming Viewers  
in all nine counties of San  
Francisco and the Bay Area with  
**NORTHERN CALIFORNIA  
PUBLIC MEDIA'S 2026  
TELEVISED AUCTION**



# WHAT YOU RECEIVE BY GIVING BACK

NorCal Public Media offers an exceptional opportunity for your business to engage directly with our loyal, discerning, and educated television audience. People turn to NorCal's Auctions for interesting and innovative offerings like food, wine, travel, unique experiences and locally produced artwork.

We invite you to partner with NorCal to connect with the millions of Bay Area and Silicon Valley residents you most want to reach. [Learn more about PBS audience demographics.](#)

AUCTION DONOR BENEFITS *	DIRECTOR Up to \$449	PRODUCER \$450 – \$699	LIGHTS \$700 – \$1,599	CAMERA \$1,600 – \$3,999	ACTION \$4,000+
Auction website listing exposure <i>\$1,500 value</i>	■	■	■	■	■
Included in Auction Email Campaigns <i>\$1000 value</i>		■	■	■	■
KRCB & KPJK Bay Area TV mentions		■	10 TV Mentions <i>\$2,000 value</i>	15 TV Mentions and online Video <i>\$4,000 value</i>	20 TV Mentions and online Video <i>\$7,000 value</i>
Website & Auction featured logo <i>\$1000 value</i>	■	■	■	■	■
Social Media tagged post <i>\$225 value</i>			■	■	■
<b>Total Sponsor Benefit Value</b>	<b>\$2,500</b>	<b>\$3,750</b>	<b>\$5,675</b>	<b>\$7,675</b>	<b>\$10,675</b>

Contact our Auction Team today and learn more about opportunities to partner with us for effective, influential collaboration. **Call 707-584-2007 or email us at [auction@norcalpublicmedia.org](mailto:auction@norcalpublicmedia.org). Thank you!**

\* Based on Retail Value of each single item/package to be auctioned