

MEMBER PERKS

I'd like to share with you an exciting opportunity.

Our new member benefits program, MemberPERKS, is designed to thank HoustonPBS members for their support by offering savings at area restaurants, attractions and cultural organizations. By partnering with us you will benefit by receiving valuable exposure to HoustonPBS' 41,000 members. Your participation in this program would provide you the opportunity to promote your organization while supporting public broadcasting in our community.

As your public television station, HoustonPBS strives to bring the very best in television to Southeast Texas as well as providing information and services that make a difference in so many lives.

We would like to invite you to participate in the new, annual MemberPERKS program. Below is a list of advantages offered to you through this exciting new partnership.

- Listing on the MemberPERKS website (www.houstonpbs.org/perks) including a link to your homepage.
- The opportunity to use the trusted HoustonPBS logo at your place of business.
- Periodic mention in our e-newsletter to 22,000 HoustonPBS members and viewers
- Listing in the exclusive MemberPERKS brochure to all 41,000 members
- Possible on-air mention during our live pledge drives (Please see participation levels).

I have enclosed more information about this new program including an agreement for your review. If you are interested in participating in this exciting venture, we ask that you return the agreement with your organization's information (brochures, performance schedules etc.), to Andrea Parks either via Fax at 7413-743-8864 or mail the agreement to 4343 Elgin Houston, TX 77204-0008.

Thank you for taking the time to consider this opportunity. Should you have any questions, please contact Andrea Parks at (713) 743-8498.



Participation Levels

MemberPERKS Sponsors: A 50% or Two-for-One discount to HoustonPBS members:

1. HoustonPBS will highlight your organization as a **Sponsor** in the MemberPERKS card Brochure, which is mailed to approximately 41,000 HoustonPBS members.
2. HoustonPBS will create a 30 second on-air television spot highlighting your organization, along with other Sponsors to be aired approximately 20 times in one month (estimated value: \$5000)
3. HoustonPBS will list your organization on our website, www.houstonpbs.org.
4. HoustonPBS will link to the MemberPERKS Program page at www.houstonpbs.org from its monthly e-newsletter to 22,000 members and viewers.
5. HoustonPBS reserves the right to have final editing and production control on mailing inserts and on-air spots but will not print any information that has not been mutually agreed upon.

MemberPERKS Partners: A discount up to 50 percent to HoustonPBS members:

1. HoustonPBS will include your organization in the MemberPERKS Brochure, which is mailed to approximately 41,000 HoustonPBS members.
2. HoustonPBS will list your organization on our website, www.houstonpbs.org.
3. HoustonPBS reserves the right to have final editing and production control on mailing inserts and on-air spots but will not print any information that has not been mutually agreed upon.

MEMBER PERKS

Who will you reach by becoming a Sponsor or Partner?

The Mission of HoustonPBS is to inform, educate and entertain the people of Southeast Texas.

The Majority of HoustonPBS Members are college educated, civically and community minded men and women ages 35—75 with an annual household income of \$40,000 +.

HoustonPBS reaches 2.6 million viewers in over 1 million households within its local broadcasting market.

HoustonPBS serves 33 Texas counties within its broadcasting radius of approximately 60 miles and numerous distant cable systems, spanning from Conroe to Victoria and from Beaumont to Brenham.

(see coverage map)

COVERAGE MAP

KUHT-TV

Channel 8

Houston, Texas



Field Intensity (dBu)

City Grade	Grade A	Grade B
Area: 28,570 sq km	Area: 17,450 sq km	Area: 76,550 sq km
Population: 3,672,921	Population: 150,951	Population: 738,212
Households: 1,375,626	Households: 56,536	Households: 276,484





Rules and Regulations:

- Member must present card at the time of purchase to receive any discounts.
- All discounts are stand-alone and are not valid with any other offers and/or coupons.
- Store discounts apply only to regularly priced items, and exclude special orders, cards, magazines or newspapers.
- For Restaurant discounts present the MemberPERKS card BEFORE requesting the check. Discount excludes tax and gratuity, happy –hour, take-out, deliveries, catering or groups larger than four people, special events and holidays. Discounts only include alcohol when indicated AND with a meal.
- Discounts are valid ONLY at listed locations unless otherwise noted.

If you have any questions about your MemberPERKS Card or if you would like information on becoming a MemberPERKS Card partner, please call Member Services at 713-743-8483 or email memberservices@houstonpbs.org.

**MemberPERKS Card Program
2008-09 Agreement**

A. RESPONSIBILITIES OF PARTICIPATING ORGANIZATION

1. _____ agrees to provide current HoustonPBS members with the following benefits:

Organization name as it should be listed: _____

Phone number/s to be listed (may be box office number rather than administrative office number): _____

Address/es where benefits will be offered: _____

Your organization's website as it should be listed: _____

(it is your organization's responsibility to notify HoustonPBS of any changes to your website address so that we may make any necessary changes to your listing on HoustonPBS.org)

Name, Phone number & E-mail address (to be used only by HoustonPBS staff to contact you and to send you the HoustonPBS e-newsletter): _____

2. The benefits provided by the _____ shall be honored three months beyond the MemberPERKS card renewal date printed on the MemberPERKS card.
3. All benefits offered through the MemberPERKS card Program are subject to availability and not valid with any other special offer, unless your organization specifies otherwise.
4. It is the responsibility of the _____ to inform outside ticket outlets (such as box offices, Ticketmaster, etc.) of the benefits offered to HoustonPBS members and to ensure their acceptance. HoustonPBS will cooperate with your organization to facilitate this identification, such as providing sample MemberPERKS card to your staff, signage or window stickers.
5. _____ will display a window sticker or counter card, info in newsletters etc., provided by HoustonPBS, indicating that the MemberPERKS card is accepted by your organization (where applicable).
6. _____ will provide savings for (select one)
- 1 Year: January 1, 2008 – January 1, 2009
- 2 Years: January 1, 2008 – January 1, 2010
- Ongoing
7. _____ will provide HoustonPBS with your organization's logo (if applicable).
8. _____ will list HoustonPBS as a partner, within newsletter when applicable, as well as logo and link on website and other promotional materials (when applicable).

B. RESPONSIBILITIES OF HoustonPBS

To MemberPERKS Sponsors who offer a 50% or Two-for-One discount to HoustonPBS members:

6. HoustonPBS will highlight your organization as a **Sponsor** in the MemberPERKS card brochure, which is mailed to approximately 41,000 HoustonPBS members.
7. HoustonPBS will create an on-air television spot highlighting your organization, along with other partners to be aired approximately 20 times in one month (estimated value: \$5000).
8. HoustonPBS will list your organization on our website, www.houstonpbs.org/perks.
9. HoustonPBS will link to the MemberPERKS Program page at www.houstonpbs.org/perks from its monthly e-newsletter to 22,000 members and viewers.
10. HoustonPBS reserves the right to have final editing and production control on mailing inserts and on-air spots but will not print any information that has not been mutually agreed upon.

To MemberPERKS Partners who offer a discount up to 50 percent to HoustonPBS members:

4. HoustonPBS will include your organization in the MemberPERKS brochure, which is mailed to approximately 41,000 HoustonPBS members.
5. HoustonPBS will list your organization on our website, www.houstonpbs.org/perks.
6. HoustonPBS reserves the right to have final editing and production control on mailing inserts and on-air spots but will not print any information that has not been mutually agreed upon.

C. TERMINATION

Should either party wish to terminate this agreement, **a written notice sixty (60) days prior to termination** will be required. At the end of the sixty (60) days, your organization will no longer be bound to honor the HoustonPBS MemberPERKS card. Your organization's name will be included in the printed listing for the remainder of MemberPERKS Program year or until a reprint of the listing.

Any other use of the HoustonPBS MemberPERKS Program by your institution with a third-party will require written approval from HoustonPBS.

Please indicate your agreement with the specifications outlined herein by signing this agreement. Please return signed copy. A copy with both signatures will be returned to you for your records.

Agreed:

Representative/Title

Date

Michal Heplik, Director of Membership

Date