

DCTV CAPACITY BUILDING GRANTS BENEFITS 2021

GRANT LEVELS	BRONZE	SILVER	GOLD
<i>Grant Value</i>	\$10,000-\$25,000	\$25,000-\$35,000	\$35,000-\$60,000
<i>Grant Match Amount (Nonprofit contribution)</i>	DC-based: \$750 Outside DC: \$1000	DC-based: \$1,250 Outside DC: \$1,750	DC-based: \$2,500 Outside DC: \$3,500

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	BRONZE	SILVER	GOLD
VIDEO BENEFITS			
PROGRAM SPOTLIGHT: Specific segment IMPACT MOMENT	One (1) invitation to appear on DCTV Produced Program Spotlight: IMPACT MOMENT	One (1) invitation to appear on DCTV Produced Program Spotlight: IMPACT MOMENT	One (1) invitation to appear on DCTV Produced Program Spotlight: IMPACT MOMENT
PROGRAM SPOTLIGHT: General	<i>n/a</i>	One (1) invitation to appear on a DCTV Produced Program Spotlight: general	One (1) invitation to appear on a DCTV Produced Program Spotlight: general
PUBLIC SERVICE ANNOUNCEMENT (PSA) DEVELOPMENT	DIY resource toolkit for self-production	DIY resource toolkit for self-production	One (1) PSA produced for nonprofit by DCTV + DIY resource toolkit for self-production
VIDEO DOWNLOADS <small>*available contingent on filming nonprofit program spotlights</small>			
VIDEO FILE(S)	One (1) downloadable video file*: one (1) Program Spotlight	Two (2) downloadable video files*: two (2) Program Spotlights	Three (3) downloadable video files*: two (2) Program Spotlights + (1) PSA
AIRTIME & DISTRIBUTION			
DISTRIBUTE PROGRAM SPOTLIGHT(S)	<i>DCTV schedules, promotes, & premieres nonprofit program spotlights: via DCTV's cable channels, live stream & social media</i>		
DCTV PROGRAM SPOTLIGHT PROMOS	<i>DCTV produces general promotional material for DCTV produced Program Spotlights to share on nonprofits' network</i>		
COMMUNITY CALENDAR	<i>Access to Submit on-air listings of nonprofits' events on the Community Bulletin</i>		
ONLINE TRAINING by DCTV and Grant Partner THRIVE IMPACT			
REVENUE ENERGIZER ACADEMY (REA)	<i>The Revenue Energizer Academy will equip you to tell stories of transformation that drive impact and increase revenue</i>		
MOBILE MEDIA Training on REA	<i>Instruction on creating and optimizing videos on cell phones and tablets using latest editing apps</i>		
MEDIA STRATEGY Training on REA	<i>Instruction on media strategy development for your nonprofit</i>		
NETWORKING & PROFESSIONAL DEVELOPMENT			
NETWORKING EVENTS	<i>Access to exclusive gatherings for DCTV grantees and community partners</i>		
CONVERSATION SERIES	<i>Invitations to attend the online conversation series to convene meaningful conversations with nonprofit leaders & staff</i>		
NONPROFIT STAFF ACCESS			
AUTHORIZED DESIGNEES	Up to One (1) designee	Up to Two (2) designees	Up to Three (3) designees
PRIMARY GRANT CONTACT	ONE (1) PRIMARY GRANT CONTACT PER NONPROFIT		

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ADDITIONAL BENEFITS & DISCOUNTS

	BRONZE	SILVER	GOLD
CREATIVE SERVICES			
IN-HOUSE, OFF-SITE, AND/OR POST-PRODUCTION	5% discount on creative services	10% discount on creative services	15% discount on creative services
AIRTIME & DISTRIBUTION			
DISTRIBUTE NONPROFIT PRODUCED PROGRAMS or PSAs	Schedule, promote, televise, stream nonprofit produced programs		
TRAINING			
MEDIA EDUCATION CLASSES	5% discount on all class registrations	10% discount on all class registrations	15% discount on all class registrations
CUSTOM MEDIA EDUCATION	15% discount on custom production workshop or consultation		
<i>Training by DCTV's professional staff is available in production (studio use), Adobe Premiere software (editing bays), and cinematography (equipment rental) at a discount.</i>			
FACILITIES			
EVENT SPACE*	5% discount on renting event space	10% discount on renting event space	15% discount on renting event space
STUDIOS (SET OR GREEN SCREEN)*	4 guaranteed hours per grant cycle	10 guaranteed hours per grant cycle	16 guaranteed hours per grant cycle
EDITING BAYS*	8 guaranteed hours per grant cycle	16 guaranteed hours per grant cycle	24 guaranteed hours per grant cycle
EQUIPMENT RENTAL (OFF-SITE)*	Two (2) guaranteed days per grant cycle	Four (4) guaranteed days per grant cycle	Six (6) guaranteed days per grant cycle
<i>NOTE: *Certification is required for all use of equipment and facilities. Use of facilities or equipment does not include creative services support.</i>			
<i>Additional time for studio use, editing bays, and equipment rental may be granted on request, subject to availability.</i>			
NONPROFIT STAFF ACCESS			
ADDITIONAL DESIGNEES	\$40 each additional designee per grant cycle	\$30 each additional designee per grant cycle	\$20 each additional designee per grant cycle