



WE CREATE COMMUNITY-FIRST MEDIA, DESIGNED TO MAKE A MEASURABLE IMPACT

Good Morning Murfreesboro is more than a weekly talk show. It's a dynamic platform built to unite, inform, and uplift the community.

- We champion the stories of nonprofit leaders, civic organizers, and everyday heroes—those often unheard and overlooked.
- We spotlight local fundraisers, community causes, and grassroots movements that shape the heart of Murfreesboro and its surrounding areas.
- Our mission is to empower and engage Middle Tennessee residents through authentic storytelling, genuine connection, and shared purpose.
- We support local small businesses striving to gain visibility in a market dominated by national brands with storytelling that levels the playing field.



Your brand sponsorship empowers this mission—while receiving premium exposure and long-term goodwill from our dedicated viewership.

TARGETED | TRUSTED | LOCAL



AUDIENCE REACH & MARKET DEMOGRAPHICS

PLATFORM ENGAGEMENT

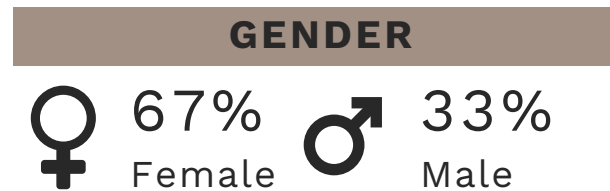
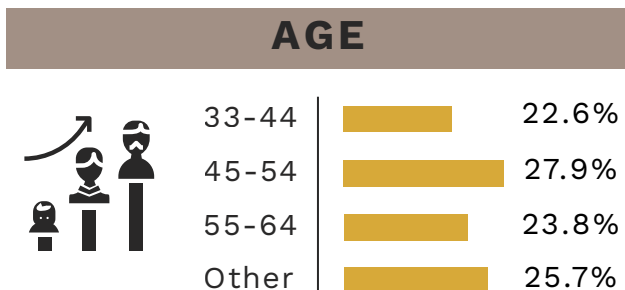
- **60,000+ monthly views** across Facebook, Instagram, and YouTube
- Weekly episodes distributed through Facebook Live, YouTube, and promoted on Instagram Reels with community cross-posts



GEOGRAPHIC REACH

- Our Primary target market is **Rutherford, Bedford, Cannon and Coffee Counties**
- **92%** of our viewers live within **30-minutes** of Downtown Murfreesboro
- These viewers shop, dine, and engage in the local economy

DEMOGRAPHICS



WHY SPONSOR GOOD MORNING MURFREESBORO?

LOCAL CREDIBILITY

As a trusted community program, *Good Morning Murfreesboro* is a well-respected voice in Middle Tennessee media. Align your brand with purpose-driven storytelling that resonates with local hearts and minds.



CONSISTENT, HIGH-VALUE BRAND EXPOSURE

- **On-air sponsorship mentions** included in show intros, outros, and segment transitions
- **Logo placement & visual branding** across in-show overlays and static sponsor panels
- **Social media features** including scheduled posts and video shoutouts across platforms
- **YouTube video descriptions** including backlinks and CTAs to your website

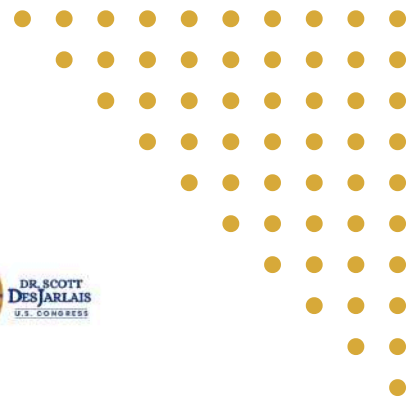
COMMUNITY ALIGNMENT

Stand shoulder-to-shoulder with causes that matter. Sponsoring *Good Morning Murfreesboro* means aligning your brand with:

- **Nonprofit advocacy**
- **Small business empowerment**
- **Local economic growth**
- **Civic pride and positive community impact**



NOT FOR PROFIT FRIENDS



GMM 2026 ANNUAL PLANNER

JANUARY

- New Year
 - *A look back and what's ahead*
- Health & Fitness
 - *We'll help you keep your resolution with expert guest appearances*

FEBRUARY

- Valentines
 - *We're making LOVE connections*

MARCH

- Home-prep
 - *Special appearances from Real Estate Professionals, Contractors, and DIY Specialist*

APRIL

- Spring
 - *Spring Yard prep and perfect planting*

MAY

- Memorial Day Remembrance
- School's Out!
 - *Special Celebration for our educators*

JUNE

- Summer Fun and Backyard BBQs



JUNE/JULY

- The 250th anniversary of the Declaration of Independence celebration
 - *A salute to America with special guests appearances and features*

AUGUST

- Back to School

SEPTEMBER

Salute to Labor Day

OCTOBER

Halloween & Fall Festivals

NOVEMBER

- A Salute to Our Veterans
 - *Celebrating local veterans past and present*
- Thanksgiving
 - *Celebrate with fun guests, thanksgiving how-to and more*

DECEMBER

- National Entrepreneur Month
- Christmas
 - *We're spreading Holiday Cheer*

