

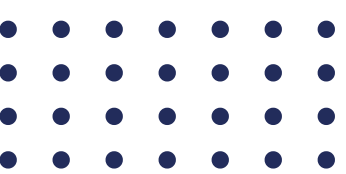


INVESTOR PITCH DECK

TCMedia is a **non-profit media production hub** based in Olympia, WA.

We bridge the gap to our community by providing access to media production gear, studios, and training for them to learn, create, and distribute their media products online and via cable channel 22.

To continue filling the need, we are seeking investors to participate in our **Business Circle x Sustainable Partners Program**. Here's how your financial investment will make a lasting impact with TCMedia.



tcmedia.org

(360)966-3100

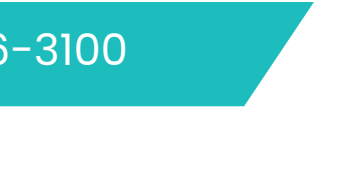




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ABOUT TCMEDIA



Incorporated in 1983, we had governmental contracts in place up to 2023 with Olympia, Lacey, and Thurston County to manage the public, educational, and governmental programming on the local channels. We are still the leading Media Production Hub in Thurston County but our situation has changed and we need community support to sustain our mission.

OUR MISSION

- At TCMedia, we empower creators, storytellers, and communities by providing access to high quality media & video production facilities. We provide the tools, space, and support needed to produce quality content, ensuring that every voice has the opportunity to be heard.

VISION

- We envision a creative ecosystem where community-driven storytelling thrives. We strive to be a launchpad for aspiring creators to produce their original content, and be a local leader of professional development for those starting fresh or seeking to grow in a new career in TV, Film, or Media Production.



TCMedia Building Exterior at 440 Yaeger Way, SW
Olympia, WA 98502

WHY SUPPORT?



Why we need your support now:

- As a nonprofit, we rely on community-driven funding to sustain **operations, upgrade aging equipment**, expand **workshops for youth** and adults, and **produce meaningful local content**, including our new **investigative journalism** initiative.
- TCMedia is in a critical position. We are buckling down to remain sustainable and remain a resource to our members.
- Your investment ensures we stay open, relevant, and ready to serve the next generation of creators, artists, amplify underrepresented voices, and strengthen civic engagement through media.

THE CURRENT SITUATION

TCMedia provides essential community services from affordable studio rentals to a variety of paid workshops and media education classes. We also carry the unfunded responsibility of operating Channel 22 on behalf of Thurston County. Our small team is stretched thin and we are facing rising operational costs, outdated technical infrastructure, and the growing demand for transparent local content which have pushed us to a critical point. We need updated gear (like computers, and our studio A). We also need to expand our staff capacity, and more importantly to source funding to **build a journalism team** focused on **fact-based reporting on local news** targeted toward disengaged youth and young adult groups to bring transparent information.

With support from the Sustainable Partners, we can reimagine access by offering free classes and media training to **creatives, performing artists, musicians, and to underserved and minority communities** inspired by this field. We also plan to and introduce a workforce internship program to young adults and individuals in a career shift.

OUR CREATIVE

TEAM

Meet the creative team that keeps TCMedia alive and functional for the community!



MARTHA CORREA

Co-Director of
Production & Operations



TAMARA ERAZO

Co-Director of Admin &
Development



KALI KING

Youth & Education
Manager



KATE MCCUE

Channel & Tech
Manager



OUR SERVICES

Along with providing the studio, equipment, and educational training to our members, we also provide services.



**YOUTH MEDIA
SUMMER CAMPS**



**VIDEO EDITING
FIELD PRODUCTION**



**STUDIO RENTALS
GEAR RENTALS**



**BUSINESS CONSULT &
MEDIA TRAINING**

COMPANY

DIFFERENTIATION

VALUE PROPOSITION



PUBLIC ACCESS STUDIO

Members have access to our facilities and studios to produce, edit, and publish video.



ORIGINAL CONTENT

We support original productions with potential for network distribution.



ACCESSIBLE CLASSES

We offer hands-on learning for beginners and career-changers alike.



AFFORDABILITY

We use a structuring allowing community members access to all facilities for a monthly fee.



INTRODUCING:

SUSTAINABLE PARTNERS MODEL

This multi-year commitment provides essential funding to keep TCMedia operational and impactful year-round. Each partnership can be tailored to a level that fits your budget, and in return, we offer branded media, public recognition, and community-based initiatives aligned with your brand.

Executive Producer

**3-Year Commitment
\$100,000 +**

This commitment directly fuels the creation of original content and long-term programming growth.

The Director

**3-Year Commitment
\$50,000 +**

This investment supports production planning, training programs, and mentorship opportunities for emerging creators.

The Production Crew

**2-Year Commitment
\$25,000 +**

This investment provide critical support for day-to-day content creation and educational programming.



EXECUTIVE PRODUCER

\$100,000 OVER 3 YEARS

MONTHLY: \$2,778

ANNUAL: \$33,333

- Strengthens infrastructure, channel operations, and **organizational longevity**
- Supports staff, livestreaming, VOD upgrades, and investigative journalism initiatives

BENEFITS

- This is our top-tier impact level. Executive Producers provide the **foundation** for our **key operations** in everything we do by ensuring our **studios remain modern**, our channel, livestream/VOD systems are accessible, and we are able to keep up with the necessary **equipment updates** needed to operate.
- This tier also **funds our growing investigative journalism initiative**, allowing us to pursue powerful local stories that serve the public interest with transparency and facts. Your investment secures the backbone of community media for years to come.





THE DIRECTOR

\$50,000 OVER 3 YEARS

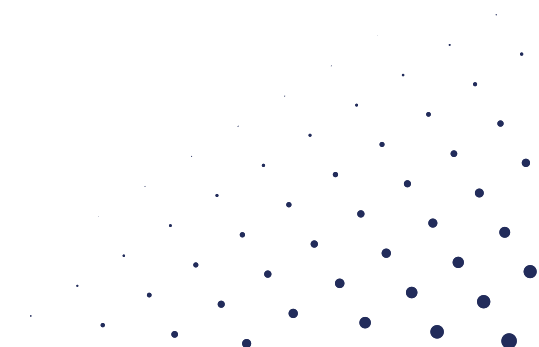
MONTHLY: \$1,389

ANNUAL: \$16,667

- Drives **educational programming** for youth and college students
- Funds hands-on **workshops, mentorship, and career-building experiences**

IMPACT

- This is our mid-tier impact level. This tier of support drives our **educational programming, workshops for youth, and provides college-level students mentorship and training** opportunities to make an impact in the field.
- Your support here opens doors for young storytellers who may otherwise be overlooked. You'll be part of their growth and transformation as they learn new skills to apply to their career paths in tech and media.



THE PRODUCTION CREW

\$25,000 OVER 2 YEARS

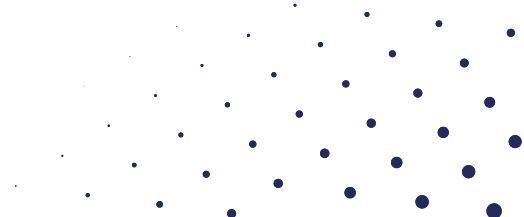
MONTHLY: \$1,389

ANNUAL: \$16,667

- Equips our **studio's infrastructure** with cameras, lighting, and gear for creators
- Supports beginner-level training, workshops, and access to tools

IMPACT

- This is our entry-level partner tier focused on access to **production tools and high-quality gear**. Production Crew partners make it possible for us to **upgrade our lighting system to LED**, which is more energy efficient, as well as **secure updated equipment for our members** to check out.
- With an expanded equipment inventory, we can provide better hands-on experiences to creators learning the skills of the trade. Your contributions will have a direct impact on the operations of our facility and membership structure.





PARTNER BENEFITS

We know each partner is different, and your commitment deserves thoughtful, tailored recognition. Let's talk about the perks that matter most to you.

TAILOR YOUR RECOGNITION WITH ANY OF THE FOLLOWING:

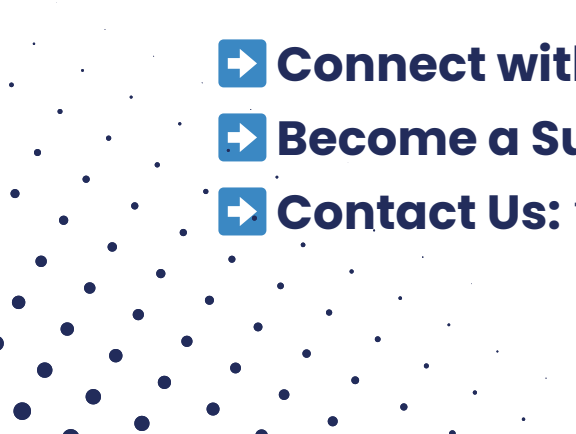
- Logo placement on channel, website, event materials
- Naming rights for studios or initiatives
- Social media sponsor spotlight
- Quarterly branded impact video
- VIP tour of studio and equipment demo
- Custom PSA campaign featuring your organization
- Speaking roles at annual or press events
- Complementary media training sessions for business groups
- Co-branded community events
- "Brought to you by:" intro/outro credits on major programming
- Option to serve on the Board or advisory committee
- Sponsorship credit on original programming or news stories



THANK YOU FOR YOUR ATTENTION

- Your partnership empowers local voices, trains the next generation, and sustains vital infrastructure for accessible media.
- Help us expand investigative journalism, modernize our studios, and **create real opportunities** for aspiring media makers.
- **Choose a tier** or let's create one together that aligns with your values and impact goals.

Join us in elevating Thurston County's voices through storytelling and transformative media education.
As a non-profit, your support keeps our mission moving forward.

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- ➡ **Connect with Tamara Erazo to Schedule a Call or Meeting**
 - ➡ **Become a Sustainable Partner Today**
 - ➡ **Contact Us:** terazo@tcmedia.org 360.956.3100, tcmedia.org

