

# Align with the powerful PBS brand!



Reach the valuable PBS audience on air in our uncluttered TV environment, and online with our category-leading web sites. Our compelling sponsorship packages will meet your marketing objectives.

## 1. Meet Your Marketing Goals

PBS and SGPTV offer innovative multiplatform sponsorships of some of the most respected shows on television. See how our sponsors have successfully invested in the power of public television at <http://sgptv.org/sponsors/browse>

## 2. Reach a Loyal, Premium Audience

PBS delivers influential and affluent viewers who are hard to reach on the cable and broadcast competition, and who are loyal to the sponsors who bring them the programming they love. Learn more about the "halo effect" of PBS sponsorship at [http://sgptv.org/why\\_sponsor/polls](http://sgptv.org/why_sponsor/polls)

## 3. Sponsor Messages Stand Out

15- or 30-second spots break through in our uncluttered environment. Viewers say they pay more attention to messages on PBS than on the broadcast or cable competition. See how our sponsors connect clearly and effectively with our loyal audience at <http://sgptv.org/sponsors/spots>

## 4. Extend Reach With Digital Options

Connect with PBS fans online with video pre-roll and display units; deepen engagement with social media and mobile applications.

## 5. Connect Directly With PBS Viewers

Custom promotions and events connect your brand with our loyal audience, including events coordinated through our network of more than 350 PBS member stations. Go to [http://sgptv.org/programs/benefits/Antiques\\_Roadshow](http://sgptv.org/programs/benefits/Antiques_Roadshow) to see the engagement opportunities that come with an Antiques Roadshow sponsorship.

## 6. Packages Built For Your Brand

To meet your marketing needs, we can develop flexible-length packages that include one or more of our acclaimed series. Explore the breadth and depth of program choices in primetime, lifestyle and kids genres at <http://sgptv.org/programs>

**Contact Us** For more information on PBS sponsorship opportunities, call Mike Nelson at 800.886.9364, e-mail [mike\\_nelson@wgbh.org](mailto:mike_nelson@wgbh.org), or visit [www.sgptv.org](http://www.sgptv.org)