

# Liberty Mutual and *Antiques Roadshow*

## Leveraging off-air visibility to generate qualified leads

In 2004, a priceless partnership was born when Liberty Mutual signed on as national corporate sponsor of PBS's most popular primetime series, *Antiques Roadshow*. WGBH's Sponsorship Group for Public Television (SGPTV) created a customized, fully integrated sponsorship package that maximizes Liberty Mutual's investment. In addition to its two on-air spots per *Roadshow* episode (a total of 80 spots during each season), Liberty Mutual leverages its sponsorship through the extensive visibility received at *Roadshow* tapings across the nation. Liberty Mutual's association with *Antiques Roadshow* has been so successful, in fact, that the company recently renewed its sponsorship for an additional three years, through 2011.

Company:  
**Liberty Mutual**

Target audience:  
**A 35–64**

Sponsorship:  
***Antiques Roadshow***

Term:  
**2004–2005**  
**2005–2006**  
**2006–2007**  
**2008–2011**

## Goals

- **Gain primetime national on-air visibility**
- **Reach the highly desirable PBS audience in an uncluttered broadcast environment**
- **Connect in person with thousands of potential Liberty Mutual customers**
- **Generate qualified leads for Liberty Mutual branches across the nation**
- **Strengthen the connection between Liberty Mutual's home office and its branches**



*Antiques Roadshow* guests exploring the Liberty Mutual booth

## Liberty Mutual Visibility at Taping Events

Liberty Mutual leverages the value of its *Antiques Roadshow* sponsorship by maintaining a highly visible presence at *Roadshow* taping events held across the nation each summer:

- **Liberty Mutual booth:** Prominently positioned booth—featuring a raffle and the chance to win Liberty Mutual pens, hats and co-branded *Roadshow* t-shirts—generating 1,200–1,500 leads per taping for local Liberty Mutual branches.
- **Event tickets:** Liberty Mutual logo printed on 40,000 event tickets distributed each season. Liberty Mutual literature is also inserted in the ticket envelopes mailed to attendees (two tickets per envelope).
- **Deluxe winners Package:** Liberty Mutual employees and customers receive behind-the-scenes *Roadshow* tours, photos with favorite appraisers, *Roadshow* merchandise and more.
- **Complimentary tickets:** 50 complimentary tickets per taping for branch employees, VIPs, clients, etc.
- **Mailing list privileges:** One-time use of the *Roadshow* ticket mailing list to follow up with all taping attendees
- **Event line literature distribution:** Liberty Mutual literature distributed to thousands of *Roadshow* taping attendees.
- **Roadshow materials:** Special *Roadshow* materials distributed to Liberty Mutual branches located in cities where tapings are held, creating additional opportunities for communication between home office and branches nationwide.

## Additional Promotional Opportunities

- **Internet:** Liberty Mutual's linked logo is featured on each page of the popular *Antiques Roadshow* web site ([www.pbs.org/roadshow](http://www.pbs.org/roadshow)). Liberty Mutual is also credited on popular streaming appraisal videos on the site.
- **Intranet page:** Special *Antiques Roadshow* page created on Liberty Mutual intranet to foster competition among local branches and promote lead generation.
- **Newsletter:** Acknowledged as corporate sponsor in *Antiques Roadshow* Insider Newsletter (circ. 50,000) and in a free monthly *Roadshow* e-newsletter (circ. 15,000).

## SGPTV'S next sponsorship success story: Yours!

To learn how SGPTV can develop a customized, turnkey sponsorship opportunity to help your company achieve its marketing goals, contact the Sponsorship Group for Public Television at 800.886.9364, e-mail [sgptv@wgbh.org](mailto:sgptv@wgbh.org), or visit [www.sgptv.org](http://www.sgptv.org).