

## Sponsorship Opportunities

**Pedal America reaches more than 92.5% of PBS's HH<sup>1</sup> reach, making the broadcast and digital series an excellent choice for increasing brand recognition, integrating with consumers, and building consumer loyalty.**

**For more information on sponsoring Pedal America call 312-255-8050**

Pedal America customizes every comprehensive leverage package to meet each sponsorship partner's specific marketing goals. Here's only a glimpse of what we can offer:

- A 30, 15, 10 or 5-second sponsorship message at the top and bottom of each broadcast episode. This message will remain with the series' entire PBS broadcast life in the territory of North America.
- Brand message with digital series that will generate 100s of millions of impressions to targeted audiences.
- Social media integration with production updates on Facebook, Twitter, YouTube, and Instagram.
- Facebook page creation + advertising and social media influencer outreach reaching up to 300M impressions.
- Category exclusivity at any sponsorship level across multimedia platforms.
- The opportunity to furnish prize product/service in response to online contests and drawings.
- Your brand represented at events throughout the country.
- Many many more digital and traditional leverage opportunities.

## What is Underwriting?

In the world of public television, advertising is called underwriting. Sponsorship dollars come from corporations, business communities, government agencies, unions, associations and foundations.

Why partner with Public Television programs?

With the least amount of non-programming minutes, public television offers the most uncluttered environment for promoting your brand.

### **Make a strong impression on public television:**

Nearly 85% of consumers believe that higher-purpose marketing creates a positive image for sponsors.

Nearly 75% of PBS viewers feel that public television sponsors are committed to quality and excellence.

Public television viewers are more likely to buy products or services from a public television sponsor compared to commercial broadcast and cable viewers.

PBS and Member Stations Are #1 in Public Trust.

Content satisfaction is greatest with public television. Viewers are more satisfied with PBS programs than cable and commercial broadcast programs.

(Source: Cone/Roper Worldwide; PBS Image Study, MRI; Harris Interactive and ORC Online Caravan)

