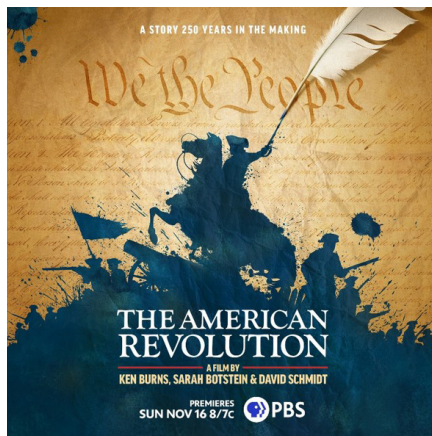


Project Description & Concept

THE AMERICAN REVOLUTION, a new six-part, 12-hour documentary directed by Ken Burns, Sarah Botstein and David Schmidt, examines how America's founding turned the world upside down. Thirteen British colonies on the Atlantic Coast rose in rebellion, won their independence, and established a new form of government that radically reshaped the continent and inspired centuries of democratic movements around the globe. An expansive look at the virtues and contradictions of the war and the birth of the United States of

America, THE AMERICAN REVOLUTION follows dozens of figures from a wide variety of backgrounds.



Community Impact

Dubbed "America's Storyteller," Ken Burns' weaving of powerful narrative into historical context garners a highly influential and educated audience. The late historian Stephen Ambrose noted, "more Americans get their history from Ken Burns than any other source." His respected and iconic films, like THE AMERICAN REVOLUTION, can only be found on PBS, and our viewers know it. Shouldn't you be here, too?

As part of the statewide premiere of THE AMERICAN REVOLUTION, NHPBS is partnering with local organizations to present exclusive screening events for New Hampshire students and the general public. In addition, NHPBS will empower libraries and community groups across the state to host their own educational and engagement activities, bringing history to life for audiences of all ages.

Audience & Reach

New Hampshire, Maine, Vermont and Massachusetts residents

Production Timeline

September 2025 – August 2026

Content Delivery

Broadcast on-air, and streamed online as well as three screening events and educational resources distributed across the Granite State.

PBS and its member stations are America's undisputed home for documentary story telling. During the 2023-24 season, PBS offered over 150 hours of new documentary content, seen by more than 48 million people.

Source: Nielsen NPOWER Live+7, 9/25/23 - 9/27/24, M-SU 8p-11p, P2+ program reach on a 1-minute qualifier at 50percent unification; General Documentary and Feature Film Category from Summary Type Code, Q1s Only)



PBS IS { #1 IN MEDIAN HH LIQUID ASSETS
#2 IN MEDIAN HH NET WORTH

\$842K PBS Viewers
\$658K Total Affluents
\$1,462K PBS Viewers
\$1,225K Total Affluents

Source: Ipsos Affluent Survey, Fall 2023. Data based on networks watched in the past week (any hours).



**WASHINGTON
SPONSOR**

\$30,000
Investment

ON-AIR PRODUCTION BENEFITS

- :30 second spot adjacent to the program during open and close of initial run and through all re-airs in 2026
- Additional thirty (30) :15 second spots to air adjacent to THE AMERICAN REVOLUTION promo videos and ROS (Run of Schedule)

VIDEO ON-DEMAND BENEFITS

- :15 second pre-roll during online stream throughout 2026

DIGITAL MARKETING BENEFITS

- Tile or billboard ad to rotate on nhpbs.org
- Tile or billboard ad on NHPBS e-newsletter (11,000+ subscribers)
- Tile ad on THE AMERICAN REVOLUTION program web page

PRINT MARKETING BENEFITS

- Ad in *Connections*, monthly print newsletter (sent to 26,000 members)

ADDITIONAL BENEFITS

- Sponsorship signage at all screening events

**ADAMS
SPONSOR**

\$20,000
Investment

ON-AIR PRODUCTION BENEFITS

- :15 second spot adjacent to the program during open and close of initial run
- Additional eighteen (18) :15 second spots to air adjacent to THE AMERICAN REVOLUTION promo videos and ROS (Run of Schedule)

VIDEO ON-DEMAND BENEFITS

- :15 second pre-roll during online stream throughout THE AMERICAN REVOLUTION's premiere month

DIGITAL MARKETING BENEFITS

- Tile or billboard ad to rotate on nhpbs.org
- Tile or billboard ad on NHPBS e-newsletter (11,000+ subscribers)
- Tile ad on THE AMERICAN REVOLUTION program web page

PRINT MARKETING BENEFITS

- Ad in *Connections*, monthly print newsletter (sent to 26,000 members)

ADDITIONAL BENEFITS

- Sponsorship signage at first screening event

**FRANKLIN
SPONSOR**

\$15,000
Investment

ON-AIR PRODUCTION BENEFITS

- :15 second spot adjacent to the program during open and close of initial run
- Additional nine (9) :15 second spots to air ROS (Run of Schedule)

VIDEO ON-DEMAND BENEFITS

- :15 second pre-roll during online stream throughout THE AMERICAN REVOLUTION's premiere month