



SPRING  
AUCTION 



HOLIDAY  
AUCTION 

## A TWO-FOR-ONE DEAL

The New Hampshire PBS Auction is a vital fundraising event that helps support local programming, services and outreach initiatives that NHPBS provides across the Granite State.

The NHPBS Auctions draw an audience of both passionate public media supporters and savvy shoppers who love the thrill of bidding. For over 50 years, bidders have returned to auction, year after year, for the array of incredible gifts and experiences generously donated by local businesses.

PBS viewers are a generally affluent, financially savvy audience with a passion for travel, exploring the outdoors and lifelong learning. Plus, the halo effect for sponsoring an NHPBS event is strong—PBS has been chosen as the nation's most trusted institution for 22 years in a row and is synonymous with high quality and value.

Each year, we receive feedback from both donors and bidders highlighting the joy and excitement the auction brings them. It's a meaningful way for the community to come together in support of public media, while also celebrating local businesses and shared experiences.

Entirely online, the Spring and Holiday Auction are each spread across four weeks with six sell dates. The auctions not only raise essential funds but also showcase the spirit and generosity of our community. Every bid helps sustain the programs and services viewers rely on and love.

PBS AFFLUENTS  
RANK #1 IN:

- PERSONAL TRAVEL
- CRUISES
- SPENDING ON GROCERIES
- HOME DECORATING & REMODELING
- TV, PHONE, & INTERNET
- OWNING MUTUAL FUNDS
- OWNING MONEY MARKET ACCOUNT
- PERSONAL MEDICAL INSURANCE



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

**Gold Sponsor: \$5,000**

- Clickable tile ad on auction website, with reach of over 20,000 unique users for both auctions.
- Recognized as an auction sponsor event landing page on the NHPBS website.
- Clickable font recognition listed on e-blasts for auction, reach of more than 8,000 people per auction.
- Name on any promotional spots for the auction
- Media recognition and inclusion in all press releases for the auction, twice a year.

**Silver Level Sponsor: \$2,500**

- Clickable linked logo on our auction website, with reach of over 20,000 unique users for both auctions.
- Clickable font recognition listed on e-blasts for auction, reach of more than 8,000 people per auction.
- Name on any promotional spot for the auction.
- Media recognition and inclusion in all press releases for the auction, twice a year.

**Bronze Level Sponsor: \$1,000**

- Company name listed on auction website, with reach of over 20,000 unique users for both auctions.
- Company name listed on all e-blasts for auction, reach of more than 8,000 people per auction.

**All proceeds raised from this event support NHPBS Programming, and Educational & Community Outreach**