



Good TV Means a Great Audience

There's nothing quite like the goodwill you generate when you help bring someone their favorite thing—and members of the BritWit Club are Major Donors who make no secret of their love for New Hampshire PBS.

Well-educated, affluent, globetrotting and civically engaged, this posh group of charmers regularly joins us for a cuppa and a chinwag at our twice yearly events—*where sponsors have the chance to engage members in person*—including a screening of a highly anticipated premiere and an afternoon tea with sneak peeks at upcoming shows. They're also dedicated readers of the BritWit e-news, a monthly missive with a sky-high open rate sent to approximately 300 BritWit Club members—a small but highly desirable, hard-to-reach audience.

BritWit sponsors are also aligning themselves with the most popular programming on NHPBS, including beloved classics synonymous with PBS, like MASTERPIECE, British sitcoms and the best dramas from around the world.

PBS AFFLUENT VIEWERS RANK #1 IN PERSONAL TRAVEL

With their excess of wealth, they spend more than general Affluents across various categories.



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



PBS AFFLUENT VIEWERS ARE FINANCIALLY SAVVY

#1 IN OWNING MUTUAL FUNDS

#1 IN OWNING A
MONEY MARKET
ACCOUNT



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



PBS INFLUENTIAL VIEWERS RANK #1 IN AVERAGE HH LIQUID ASSETS

With their excess of wealth, they spend more than general Influentials across various categories.



Source: Ipsos Global Influentials 2024, USA Region. Among viewers who viewed any hours on each network in the past 7 days.



Community Partner Sponsor: \$5,000 – Yearlong Sponsorship

- Largest clickable logo or font acknowledgement on landing page, ticket page, promotional e-mails for BritWit club events.
- Largest logo on BritWit webpage.
- Logo on any promotional spots for BritWit Club.
- Signage at BritWit events with a special thank you shout out.
- Opportunity to speak at BritWit events.
- Four tickets to any in-person BritWit event.

Mystery Sponsor: \$2,500 – Yearlong Sponsorship

- Clickable logo or font acknowledgement on event landing page, ticket page and promotional e-mails for BritWit club events.
- Logo on BritWit webpage.
- Logo on any promotional spots for BritWit Club.
- Signage at BritWit events with a special thank you shout out.
- Two tickets to any in-person BritWit event.

Drama Queen Sponsor: \$1,000

- Name acknowledgement on event landing page, ticket page and promotional e-mails for BritWit events.
- Signage at BritWit events with a special thank you shout out.

Comedy Sponsor: \$500 – Single Event Sponsorship

- Company name featured on BritWit e-blasts, invitation and thank you notes for **one** BritWit event.
- Signage at **one** BritWit event with a special thank you shout out.

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