

SPONSOR |

An Evening with Milk Street's Christopher Kimball at LaBelle Winery

NH  PBS

No Ordinary Meet & Greet

An Evening with *Milk Street's* Christopher Kimball at LaBelle Winery will be just the latest in our popular series of PBS celebrity chef events. Put on with the team at LaBelle Winery, the centerpiece of this unique culinary experience is a five-course dinner featuring expertly prepared dishes, presented by the celebrity chef and paired with special wines by Winemaker Amy LaBelle. Guests have flown in from across the country for the chance to get to know their favorite PBS chefs in this vibrant but intimate setting—this special event is a winning recipe for foodies and PBS super fans alike. Past celebrity chefs include Sara Moulton of SARA'S WEEKNIGHT MEALS and Julia Collin-Davison and Bridget Lancaster from AMERICA'S TEST KITCHEN.

The Value of Sponsoring an NHPBS Event

Sponsors benefit from a multi-faceted marketing strategy and connect with the highly engaged and motivated audience of the NHPBS community well beyond attendees of the event itself.

Sponsors of this event have the chance to reach avid PBS viewers—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.

**PBS AFFLUENT VIEWERS
ARE FINANCIALLY SAVVY**

#1 IN OWNING MUTUAL FUNDS

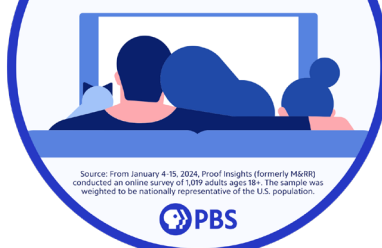
**#1 IN OWNING A
MONEY MARKET
ACCOUNT**



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



77%
of Americans say PBS is
the most trusted institution.



Source: From January 4-15, 2024, Proof Insights (formerly M&R) conducted an online survey of 1,019 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.



**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).



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NHPBS NHPBS EXPLORE NH CREATE NH WORLD NHPBS KIDS • Digital Channels 11 Durham 34 Pittsburg 48 Littleton 49 Keene 50 Hanover

Lead Sponsor: \$10,000

Only One Lead Sponsor Available

- Clickable logo and acknowledgement on event landing page, ticket page and promotional e-mails.
- Logo on any promotional spots for the event.
- Verbal acknowledgement and opportunity to speak at event.
- Four VIP tickets to the event.
- Logo on event signage and on screen at the live event.
- Name listed on invitations and post-event thank you sent to guests.
- Listing as a sponsor in our monthly Connections print newsletter, sent to 25,000 members.
- Media recognition and inclusion in all press releases and acknowledgement on all marketing materials.

Gold Sponsor: \$5,000

- Clickable logo and acknowledgement on event landing page, ticket page and promotional e-mails.
- Logo on any promotional spots for event.
- Two VIP tickets to the event.
- Logo on event signage and on screen at the live event.
- Name listed on invitations and post-event thank you sent to guests.
- Listing as a sponsor in our monthly Connections print newsletter, sent to 25,000 members.
- Media recognition and inclusion in all press releases and acknowledgement on all marketing materials.

Silver Sponsor: \$2,500

- Name listed and acknowledgement on event landing page, ticket page and promotional e-mails.
- Two general admission tickets to event.
- Logo on event signage and on screen at the live event.
- Name listed on invitations and post-event thank you sent to guests.
- Listing as a sponsor in our monthly Connections print newsletter, sent to 25,000 members.
- Media recognition and inclusion in all press releases and acknowledgement on all marketing materials.

Signature Sponsor: \$1,500

- Name listed and acknowledgement on event landing page, ticket page and promotional e-mails.
- Logo on event signage and on screen at the live event.
- Name listed on invitations and post-event thank you sent to guests.
- Listing as a sponsor in our monthly Connections print newsletter, sent to 25,000 members.
- Media recognition and inclusion in all press releases and acknowledgement on all marketing materials.

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