



PLAN YOUR NEXT CHAPTER WITH CONFIDENCE

SENIORITY AUTHORITY has an ambitious goal: to help us all get smarter about growing older—and have fun while doing it! During the *Planning Your Next Chapter* live event, SENIORITY AUTHORITY host Cathleen Toomey will have a conversation with attorney Ben Siracusa Hillman to demystify the process of estate planning, protecting assets, avoiding probate and more. Guests will have the chance to get their real questions answered during a relaxed, convivial evening that will leave attendees empowered to take action in their own lives. *Planning Your Next Chapter* takes place Thursday, March 26th at New Hampshire PBS studios.

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

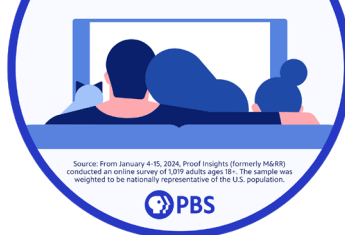
**#1 IN OWNING A
MONEY MARKET
ACCOUNT**



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, Polling Insights (formerly M&R) conducted an online survey of 1,000 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.



PBS AFFLUENT VIEWERS LOVE TO TRAVEL

**#1 IN
BELONGING TO
A FREQUENT
FLYER OR
FREQUENT
HOTEL
PROGRAM**



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



Lead Sponsor: \$5,000

- Clickable logo and acknowledgement on event landing page, ticket page and promotional e-mails.
 - Logo on any promotional spots for the event.
 - Opportunity to speak at 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: \$2,500

- Name listed and acknowledgement on event landing page, ticket page and promotional e-mails.
 - Opportunity to speak at 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: \$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**