



Why Join the Club?

Align your company with what makes the most dedicated New Hampshire PBS members happy. Whether it's a parent watching their little one high-five Clifford the Big Red Dog, or a British mystery lover being the first to crack the case, we'll make sure our club members know who made that moment possible.



Meet the Next Generation of PBS Kids (and their parents)

Support families at up to FIVE Kids Club events per year, including:

- The NHPBS Puppy Love Skate Party – an annual tradition for families.
- Live performances at regional theatres.
- Local festivals, sporting events and other celebrations.
- PLUS birthday cards – actually sent in the mail!
- And birthday shout outs both on-air and on the Kids Club website.



The PBS You Know and the Members You'd Like to Know

Engage with our most passionate and active members at the BRITWIT CLUB, through:

- BritWit teas – held at venues throughout the state, members get a posh, delicious afternoon tea and an inside look at upcoming programming.
- Sneak preview screenings of our most highly anticipated shows.
- Our popular monthly BritWit newsletter, which spills the tea on the best programs airing that month and the latest production news.

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).



PBS INFLUENTIAL VIEWERS **RANK #1 IN GROCERIES**



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.



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).



Community Partner Sponsor: \$7,500

- Exclusive logo on club specialty items.
- Company name featured on Kids Club and BritWit e-blasts, event invitations and thank you notes.
- Clickable logo or font recognition on club event landing pages, ticket pages and promotional e-mails.
- Signage at events with a thank you shout out.
- Logo on Kids Club and BritWit websites.
- Logo on any promotional spots for Kids Club and BritWit Club, as well as any promotional spots for club events.

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