



## MIX IT UP AT THE TRAIL MIXER

The New Hampshire PBS Trail Mixer is fast becoming one of NHPBS' most anticipated annual events and it's not hard to see why. Guests get an inside look at our most popular show, quality time with both host Willem Lange and his two-man production team as well as an afternoon at Castle in the Clouds, a much-loved destination for hikers and travelers that's known for its breathtaking autumn views.

## 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**

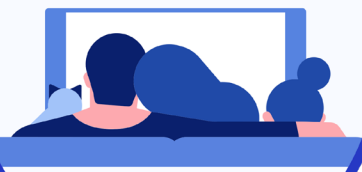
**#1 IN OWNING A MONEY MARKET ACCOUNT**



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 M6BR) 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 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).



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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: \$5,000**

- Clickable logo and acknowledgement on event landing page, ticket page and promotional e-mails.
  - Logo on any promotional spots for the event.
  - Six 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.
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## **Trail Sponsor: \$2,500**

- Name listed and acknowledgement on event landing page, ticket page and promotional e-mails.
  - Four 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.
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## **Campfire 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**