LET THE POWER OF PUBLIC TELEVISION WORK FOR YOU!

GET YOUR MESSAGE OUT:
Put the power of television behind your company. Your marketing message will be broadcast to an audience primed to purchase.

MAKE A POWERFUL CONNECTION WITH THE COMMUNITY
Co-brand your organization’s name and reputation with that of NHPBS and PBS, America’s most trusted institution (Roper Public Affairs & Media Poll).

CONNECT WITH NHPBS AUDIENCE
Our audience is loyal, high-earning, and highly educated. Our Auction bidders and supporters are more likely to purchase from Auction donors and sponsors.

BUILD TEAM SPIRIT
Your employees can show their spirit and your business’s commitment to a vital community resource; a variety of volunteer positions are available. Up to five of your employees can volunteer for the phone bank per shift – and be featured on-air!

GAIN VALUABLE TELEVISION AND ONLINE EXPOSURE
Receive on-air credits throughout each night that your company sponsors.

MAKE A WEB CONNECTION
Enjoy extra visibility on nhpbs.org, with a link to your company’s website.

COMPANY BENEFITS
• Multi-state reach via nhpbs.org/auction
• Receive multiple spotlights in sponsor credit videos
• Verbal credit as your board is presented, including onscreen logo
• Visibility on e-messaging, newsletter, and press releases
• Recognition on NHPBS Auction website with direct link to your website

PRAISE
“The NHPBS Spring Auction is something our staff looks forward to. We get to show our company’s support for NHPBS and we have a lot of fun!”

A MULTIMEDIA EVENT
Television | Online | Social Media | Print Publicity | Newsletter | e-Newsletter
SUPER BOARD
FULL NIGHT – $1,000
• 8 spotlights in nightly sponsor video featuring your company’s logo and tagline
• 4 audio and visual credits in form of auctioneer present with logo
• Recognition on Auction website with direct link to your site
• Font recognition in Auction e-blasts

QUICKIE BOARD presents twice as often as other boards
FULL NIGHT – $1,000
• 8 spotlights in nightly sponsor video featuring your company’s logo and tagline
• 16 audio and visual credits in form of auctioneer present with logo
• Recognition on Auction website with direct link to your site
HALF NIGHT – $500
• 4 spotlights in nightly sponsor video featuring your company’s logo and tagline
• 8 audio and visual credits in form of auctioneer present with logo
• Recognition on Auction website with direct link to your site

G,L & A BOARDS
FULL NIGHT – $800
• 8 spotlights in nightly sponsor video featuring your company’s logo and tagline
• 8 audio and visual credits in form of auctioneer present with logo
• Recognition on Auction website with direct link to your site
HALF NIGHT – $400
• 4 spotlights in nightly sponsor video featuring your company’s logo and tagline
• 4 audio and visual credits in form of auctioneer present with logo
• Recognition on Auction website with direct link to your site

• Super Board: Items or certificates valued at $2500 and up
• Quickie Board: Certificates valued from $60 to $104
• G Board — 3 boards that rotate throughout auction:
  G board: arts and crafts gallery items valued $60 to $499
  Golden Gavel: items and certificates valued between $500 to $999
  Granite Board: items and certificates valued between $1000 to $2499
• L Board: Items valued between $105 and $499
• A Board: Certificates valued between $105 and $499