

## PBS KIDS IS THE #1 EDUCATIONAL MEDIA BRAND

The NHPBS KIDS CLUB is for families. It's designed to reinforce the value of PBS KIDS programs. Club membership provides opportunities for kids and families to engage in quality family time activities. Families will see an increased value in a NHPBS membership and gain tangible benefits to share with their family, friends and community.

PBS KIDS children's programs on public television are second to none. Public television has its roots in education. It's what sets you apart from other networks and helped earn PBS the honor of being named the #1 trusted brand by the American public for over a decade. (Source: Roper Poll)



## FAVORITE PBS KIDS PROGRAMS

Children's programs on NHPBS are specifically designed to develop reading and learning skills, to help build a foundation for success and inspire a love of learning.

- Curious George
- Wild Kratts
- Odd Squad
- Ready Jet Go!
- Daniel Tiger
- Peg + Cat
- Nature Cat
- Clifford
- Sesame Street
- Splash & Bubbles



## PBS KIDS LEADS THE WAY

- Parents rate PBS KIDS the most educational media brand
- PBS stations reach more children 2-8 in low-income homes than any other kids TV network
- PBS KIDS helps prepare children for success in school
- TRUSTED. VALUED. ESSENTIAL.

# OVER 250 HOURS

NHPBS airs over 250 hours of high quality, educational children's programming each week.

## REACH

Television | Online | Monthly On-Air  
Birthday Promo | Kids Club e-Newsletter

## NHPBS KIDS CLUB LEAD SPONSOR

Inclusion in on-air spots promoting NHPBS KIDS CLUB (minimum 500 per year)

Logo placement on :10 on-air "Happy Birthday" spot for NHPBS KIDS CLUB members

Inclusion in quarterly e-newsletter to families (approx. 1,000 subscribers)

Corporate recognition (font) on NHPBS website

Sponsorship signage at NHPBS KIDS CLUB events.

**SPONSORSHIP**  
\$7,500

## SUPPORT EDUCATIONAL TELEVISION AND NEW HAMPSHIRE FAMILIES!

Children's programs featured on NHPBS are on television screens and online everyday in homes across New Hampshire. Parents, grandparents, caregivers and educators are watching with their kids.

Our viewers include the coveted female/household decisionmaker demographic which presents a strategic opportunity for your company to get its name, logo and message in front of a highly engaged audience.

## PRAISE

"I believe in public television. It has introduced me to many of my mentors and heroes not to mention the entertainment. I raised my kids on PBS. I trust its content to be intelligent. I cannot sit by and watch it slip into history."  
Karen S.



"NHPBS provides educational TV for my children that I can feel good about them watching. It's the only channel my kiddos watch because I know that everything is appropriate and enriching for them. Thanks NHPBS!"

Sarah M.