CONNECT
WITH OVER 1 MILLION
ACTIVE AND ENGAGED
VIEWERS AND MEMBERS
Twin Cities PBS (TPT) empowers lifelong learners to explore the world with iconic PBS® programs. As Minnesota’s storyteller for nearly 60 years and with more than 1,000 local productions, TPT enriches the relationships Minnesotans have with their communities.

**TPT fans recognize sponsorship as marketing with heart.** They relate to PBS supporters as champions for a meaningful cause.
LARGEST STAGE

TPT brings the worlds of music, theatre, dance, art and drama alive for the Twin Cities.

Americans turn to PBS more than traditional networks and cable for the most varied programming on arts, culture and performance.¹

LARGEST CLASSROOM

Parents rate PBS KIDS® the most educational media brand.²

Adults make up 49% of the PBS KIDS viewing audience.³

WINDOW TO THE WORLD

Every generation relies on PBS to address important issues.

Americans rank PBS #1 in trust.²

Opinion Leaders rate four PBS programs in the Top 10 most credible.⁴

PBS NewsHour, Frontline, NOVA, Washington Week

Sources:
1. Survey Sampling International (SSI), January 2016
2. Marketing & Research Resources, Inc., January 2018
3. Nielsen TV Universe Estimate, 2017
4. Erdos & Morgan Opinion Leaders Study, 2017

Photo Credit: Minneapolis Sculpture Garden by Greg Gjerdingen via Flickr
EACH MONTH, 1.1 MILLION+ PEOPLE WATCH TPT

DIVERSE AUDIENCES WITH COMMON THREADS

EDUCATED
They prioritize education and lifelong learning

INFLUENTIAL
They drive trends through word of mouth and influence corporate and social networks

CULTURAL
Passionate about the arts, they relish music, theatre and museums

COMMUNITY-MINDED
They participate in initiatives in their communities

Source: TRAC Media, Nielsen P2+, September 2016 - August 2017
Photo Credit: MayDay_Sunday_05-03-15 by Alan via Flickr
MESSAGES STAND OUT AND INSPIRE ACTION

In public television’s clutter-free environment, viewers pay attention throughout short sponsorship breaks.

Per hour, an average of $1\frac{1}{2}$ minutes of local sponsor messages air on TPT versus up to 15 minutes of advertising on commercial television.

66% feel PBS sponsorship is more trustworthy than advertising on other networks.¹

SPONSORSHIP GENERATES RESULTS

Your support builds a connection with audiences, instilling a Halo Effect that drives brand lift and preference.

71% agree PBS sponsors provide a valuable public service.²

68% believe PBS sponsors have a commitment to quality and excellence.²

55% see PBS sponsors as industry leaders.²

Sources:
¹. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, 2015
². Commercialism Research, City Square Associates, January-February 2016

Photo Credit: Northern Spark 2017 in Lowertown by Fibonacci Blue via Flickr
USE MULTIPLE PLATFORMS AND MULTIFACETED PROGRAMS FOR YOUR MOST SIGNIFICANT IMPACT

A TPT multiplatform strategy leads to deeper connections with your best customers

TELEVISION
TPT 2 and TPT LIFE serve the spectrum of interests of PBS viewers, offering alternative programming genres from each other within the same daypart.

TPT 2
Premiere presentations of PBS blockbusters
Primary source for PBS KIDS programming

TPT LIFE
Encore presentations of PBS blockbusters
Primary source for lifestyle programming

Quality production of :15 or :30 television messages delivered in a hype-free tone resonates with viewers and makes the most of TPT’s credible environment

PRINT
TPT Magazine, delivered monthly to opt-in subscribers, shares program highlights and deeper accounts of TPT’s connection to our communities

DIGITAL
TPT engages fans across all their screens

EVENTS
From PBS premiere screenings to community forums to concerts, TPT brings people together

Photo Credit: Richard Anderson via Capture Minnesota
LEVERAGE PROGRAM GENRES TO CONNECT WITH YOUR TARGET AUDIENCE

NEWS & PUBLIC AFFAIRS

ARTS & CULTURE

DRAMA

SCIENCE & NATURE

HISTORY

HOW-TO

PBS KIDS

Photo Credits: Bob Dylan Mural, Minneapolis by Sharon Mollerus via Flickr; INDEPENDENT LENS Beitar Jerusalem fans courtesy of Haim Tzahi; Alvin Ailey American Dance Theater courtesy of Paul Kolnik; photos by Marina Vitale, NASA, Jesse Orrico, Alyson McPhee and Markus Spiske via Unsplash
LEGENDARY LOCALLY PRODUCED NEWS

Insightful interviews and intelligent discourse among newsmakers, politicians and panelists have kept Minnesotans engaged with Almanac every week for more than 30 years. As the longest-running, locally produced current affairs program in the state, Minnesotans continually rely on Almanac for coverage of the political decisions that affect their jobs, families and communities.

A Minnesota institution, Almanac was the first Minnesota TV show that virtually everyone in the state could watch. Its unique format created a prototype for public affairs programming that PBS stations around the country have copied.

Airs statewide on various Minnesota Public Television Stations

On-demand viewing and bonus segment “The Wrap” at tpt.org/almanac

Consistent winner of State and Regional Emmy Awards including:

- Current Affairs Programming
- Cartoon / Essayist
- Magazine Program
- Hosts / Personalities

Best Public Affairs Program awarded by the Corporation for Public Broadcasting

Cathy Wurzer
Host

Eric Eskola
Host
LEGENDARY LOCALLY PRODUCED NEWS

Broadcasting from the heart of the action within the House Chamber inside the State Capitol, where bills are passed and deals are made, *Almanac at the Capitol* distills the complex workings of the Legislature into a comprehensible review during the legislative session.

For more than a decade, lawmakers and decision makers from every corner of the state have been making regular appearances in live debates, committee highlights and floor action. The show has become a must-see for news followers and Capitol insiders, who have been known to suspend state business when *Almanac at the Capitol* comes on the air!

Reach a high concentration of business and community leaders. Sponsorship provides a perfect platform to communicate your company’s statewide heritage, and support of intelligent discourse and current affairs reporting that sustains an informed public.

*Photo Credit:* Ramon M. via Capture Minnesota
LEVERAGE PBS PROGRAM GENRES TO ENGAGE YOUR MOST SIGNIFICANT AUDIENCES

NEWS & PUBLIC AFFAIRS
PBS NewsHour, Washington Week, FRONTLINE, POV, Nightly Business Report, BBC World News

ARTS & CULTURE
Great Performances, American Masters, Independent Lens, Broadway’s Best, MN Original, Performance Specials

DRAMA
MASTERPIECE’s Victoria, Poldark, Sherlock, Endeavour, Unforgotten, The Durrells in Corfu, Little Women and The Collection; Call the Midwife, Shetland

SCIENCE & NATURE
NOVA, Nature, Secrets of the Dead

HISTORY
Ken Burns Documentaries, American Experience, 10 That Changed America, Finding Your Roots, Antiques Roadshow, Minnesota Experience, We’ll Meet Again

HOW-TO
This Old House, Woodsmith Shop, American Woodshop, America’s Test Kitchen, Sara’s Weeknight Meals, Lidia’s Kitchen, Rick Steves, Samantha Brown’s Places to Love

PBS KIDS
Sesame Street, Daniel Tiger’s Neighborhood, Nature Cat, The Cat in the Hat Knows a Lot About That!

Photo Credits: Northern Spark by jpellgen (@1179_jp) via Flickr; Bernstein courtesy of NY Philharmonic Archives; Eleanor Tomlinson as Demelza in Poldark courtesy of Mammoth Screen and MASTERPIECE; The Outback Route to Pearl Farms courtesy of Northern Pictures; The Vietnam War Young North Vietnamese courtesy of Vietnam News Agency; Brown butter swirl from Martha Bakes, “Breakfast Pastries”
TPT AUDIENCE SNAPSHOT

1.1 MILLION+ monthly viewers

100,000+ members who make a financial contribution

100,000+ monthly TPT Magazine opt-in subscribers

56,000+ subscribers to TPT eNewsletters

EDUCATED 32% more likely to have an advanced college degree

INFLUENTIAL 62% of all Opinion Leaders watch PBS weekly

CULTURAL 59% more likely to contribute to the arts

COMMUNITY MINDED 53% more likely to contribute to social / welfare causes

Sources:
1. TRAC Media, Nielsen P2+, September 2016 - August 2017
2. Nielsen, Release 2, July 2016 - August 2017

Photo Credit: Open Streets Nicollet 2016 by Fibonacci Blue via Flickr
CONNECT WITH KIDS AND THEIR CAREGIVERS

PBS® AND TPT KIDS ARE AMERICA’S LARGEST CLASSROOM

• PBS KIDS is available in 95% of U.S. households, equipping kids with what may be their only source of educational TV¹

• PBS stations reach more kids 2-5 than any kids cable network²

• 69% of kids 2-8 watch PBS KIDS²

• Twin Cities PBS devotes 60+ hours each week to KIDS programming on its primary channels and provides a 24/7 PBS KIDS channel and digital stream

TPT KIDS reaches multicultural communities, families, kids and teachers

Sources:
1. Nielsen TV Universe Estimate, 2017
2. Nielsen NPOWER, L-7, 14-NTI 15-16 Season, M-Su 6A-6A time period reach for PBS stations, Disney, Disney Jr., DXD, Nick, Nick Jr, Nick Toons, Sprout and TOON. Moms of young children = LOH 18, K2-5, K2-8, W18-49 w/C<6

Photo Credit: Bridgit Melnick via Capture Minnesota
Place your message in top-quality, educational programming and events for families and establish trust in your brand by partnering with TPT KIDS

BENEFIT FROM A POSITIVE ASSOCIATION WITH PARENTS, MOMS AND CAREGIVERS

Moms and caregivers watch PBS KIDS programming with their children

- Adults make up 49% of the viewing audience¹

Moms and parents hold companies that support PBS KIDS in high regard

- 87% of parents appreciate companies that provide support for PBS KIDS programs and services²

STAND OUT IN A CLUTTER-FREE ENVIRONMENT

- Per hour, PBS KIDS airs under 2 ½ minutes of sponsorship and promotional messages compared to 14 minutes per hour on commercial and cable³

- More than half of parents say they pay attention to sponsor messages on PBS KIDS⁴

Sources:
1. Nielsen NPOWER L+7 9/21/2015 - 9/18/2016, GAA(000), PBS Child Multi-weekly
2. CARAVAN ORC International, January 2014
3. Nielsen, October 2015
4. ORC Parent CARAVAN, April 2014

Photo Credit: Steve Schneider via Capture Minnesota
MISSION
To enrich lives and strengthen our community through the power of media.

TWIN CITIES PBS
172 East 4th Street | Saint Paul, MN 55101 | 651.222.1717
tpt.org/sponsor

Market Ingenuity® manages sponsorship sales for Twin Cities PBS, linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

Photo Credit: The Capitol Lawn by Michel Curi via Flickr