

Sponsor Granite State Challenge



GRANITE STATE Challenge

GRANITE STATE CHALLENGE is a spirited, high school quiz show that showcases and rewards the academic talents of New Hampshire's best and brightest high school scholars. For more than 30 years, GSC has served as a platform where academically talented students are able to generate school spirit and receive the same recognition and accolades as their athletic peers.

Longtime host Jim Jeannotte has cheered on thousands of students on NHPTV's longest-running local program for three decades. Questions align with state education standards and cover all major disciplines as well as New Hampshire trivia and some pop culture.

The GRANITE STATE CHALLENGE experience reaches multiple platforms:

- Broadcast on NHPTV's PRIME and EXPLORE channels
- Watch online at video.nhptv.org
- Interactive online quiz
- Social media sites (Facebook, Twitter and Instagram)
- GSC Daily Brainteaser via e-mail to NH schools & via social media

GRANITE STATE CHALLENGE CHALLENGE is not just a game show. It's part of the community and makes an impact in many ways: it serves as an opportunity for college interns working behind the camera, is a resource for educators, generates school pride and celebrates academics!

UNITIL: PROUD TO SUPPORT GSC

"Unitil is proud to support Granite State Challenge and to celebrate educational excellence in New Hampshire. Unitil works hard to promote science, technology, engineering and math education through strategic partnerships and initiatives.

We choose to support Granite State Challenge because we believe that by shining the spotlight on New Hampshire's best and brightest high school students, we will inspire the next generation of scholars and creative thinkers."

*- Carol Valianti,
Unitil Vice President of
Communications & Public Affairs*



As a GRANITE STATE CHALLENGE sponsor, your company will reach a highly desirable, engaged audience of students and their peers, educators and parents. The series offers powerful brand association through an integrated approach to sponsorship via multiple distribution channels.

Support for GSC is an investment in the future generation of New Hampshire's business and community leaders and a strong alignment with the #1 trusted brand in America (PBS).

SPONSOR BENEFITS

- On-air credit on 16 GSC programs (broadcast & online - 30 minutes long)
- Display ad on the GRANITE STATE CHALLENGE website (nhptv.org/gsc)
- Recognition and presence at GSC Super Sunday qualifying event, SuperChallenge finale, and NH-MA Governor's Cup match
- Recognition in press & promotional materials
- Recognition in NHPTV e-news (30,000 subscribers)
- Visibility on Facebook/Twitter/Instagram
- Signage in public areas at the series tapings

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TAKE THE GRANITE STATE CHALLENGE

2017 SEASON

16 programs, including the GSSuperChallenge and Governor's Cup matches

GRANITE STATE CHALLENGE IS A ROUSING COMPETITION AS SPIRITED AS ANY SPORTS COMPETITION!

HIGHEST HONORS LEVEL - \$70,000

Exclusive GSC Sponsor! *

- Program credit at beginning and end of each program: up to :45 second video spot ("Exclusive funding for GRANITE STATE CHALLENGE...")
- Recognition on all broadcasts on NHPTV PRIME and NHPTV EXPLORE
- Additional 45 spots run of schedule recognizing your exclusive support
- Recognition on all on-demand programs viewed online
- Skyscraper ad with link to your company's website on the NHPTV homepage and GRANITE STATE CHALLENGE homepage
- Recognition in the NHPTV e-news (30,000 subscribers)
- Logo on print materials and ads
- Corporate recognition & presence at Super Sunday pre-qualifying rounds
- Mention in GRANITE STATE CHALLENGE station promos
- Opportunity to appear on GRANITE STATE CHALLENGE to ask a "celebrity" question related to your company's industry
- Presence at the NH-MA Governor's Cup Challenge

**Exclusivity does not include any scholarships that might be offered by a higher education institution*

HIGH HONORS LEVEL - \$20,000

(2 spots available per show)

- Program credit beginning and end: :15 second video spot ("Major funding for GRANITE STATE CHALLENGE...")
- Recognition on all broadcasts on NHPTV PRIME and NHPTV EXPLORE
- Recognition on all on-demand programs viewed online
- Skyscraper ad with link to your company's website on the NHPTV homepage and GRANITE STATE CHALLENGE homepage
- Recognition in the NHPTV e-news (30,000 subscribers)
- Logo on print materials and ads
- Corporate recognition & presence at Super Sunday pre-qualifying rounds
- Mention in GRANITE STATE CHALLENGE station promos
- Opportunity to appear on at least one episode of GRANITE STATE CHALLENGE to ask a "celebrity" question related to your company's industry
- Presence at the NH-MA Governor's Cup Challenge

HONOR ROLL LEVEL - \$12,500

(2 spots available per show)

- Program Credit beginning and end: Company Logo ("...with additional funding from...")
- Recognition on all broadcasts on NHPTV PRIME and NHPTV EXPLORE
- Recognition on all on-demand programs viewed online
- Logo on the GRANITE STATE CHALLENGE website
- Logo on all print materials and ads
- Corporate recognition & presence at Super Sunday pre-qualifying rounds

HONORABLE MENTION LEVEL - \$5,000+

- Program Credit beginning and end: Scroll Credit Individual/Company Name "... and these individuals and companies."
- Recognition on all broadcasts on NHPTV PRIME and NHPTV EXPLORE
- Recognition on all on demand (web) plays
- Name on the GRANITE STATE CHALLENGE website
- Corporate recognition & presence at Super Sunday pre-qualifying rounds

OTHER SPONSORSHIP OPPORTUNITIES

- **GSC Online Quiz Sponsor \$2,500**
- Become a MULTI-YEAR SPONSOR and help sustain GSC for future generations

