

LIVEFIT NH IT'S FOR EVERYBODY!



ABOUT LIVEFIT NH

NHPTV's community engagement initiative encourages healthy eating and physical activity in children and adults.

LIVEFIT NH
IS A PROUD
RECIPIENT OF
AN OUTSTANDING
ACHIEVEMENT AWARD
FROM THE
NEW HAMPSHIRE
GOVERNOR'S COUNCIL
ON PHYSICAL ACTIVITY
AND HEALTH (2007)

LIVEFIT NH is New Hampshire Public Television's multi-year, community engagement project to encourage healthy eating and physical activity in children and adults. NHPTV and its **LiveFIT NH** partner organizations statewide provide families with the information and encouragement they need to adopt and sustain a healthy lifestyle. *Please join us and support this important community enterprise.*

NHPTV's 2010 and 2011 **LiveFIT NH** initiatives include:

- Production and broadcast of twelve 60-second message spots to raise awareness about the importance of healthy, moderate eating and exercise (total number subject to funding)
- "FIT Tip" health breaks showcased online at nhptv.org/livefitnh
- National and local healthy lifestyle resources for parents, teachers and kids linked from nhptv.org
- Healthy family and kid-friendly recipe section on nhptv.org/livefitnh, starting Spring/Summer 2010
- Workshops on nutrition, exercise and healthy family lifestyles conducted by NHPTV's Educational Services staff

Audience reach:

- NHPTV's programming reaches over 650,000 viewers per week
- nhptv.org averages 385,000 visitors per month
- Weekly "@NHPTV" e-newsletter has over 16,000 subscribers
- Monthly "NHPTViews" newsletter has 2,000 subscribers

LiveFIT NH SPONSORSHIP OPPORTUNITIES

I (\$5,000)

- 50 fifteen-second run-of-schedule spots in NHPTV's primetime schedule
- Logo tagged on 12 **LiveFIT NH** message spots airing on NHPTV over a two-year period
- Sponsor name or logo on NHPTV's **LiveFIT NH** website, along with a link to your company site
- Sponsor name or logo on **LiveFIT NH** printed materials
- Sponsor recognition at **LiveFIT NH** community and educational events

II (\$10,000)

- All of the above, PLUS
- An additional 50 fifteen-second run-of-schedule spots in NHPTV's primetime schedule for a total of 100 on-air spots
- Sponsor recognition in "@NHPTV," our weekly e-news, and "NHPTViews," our monthly newsletter

III (\$15,000)

- All of the above, PLUS
- An additional 50 fifteen-second run-of-schedule spots in NHPTV's primetime schedule for a total of 150 on-air spots

4/10

NEW HAMPSHIRE PUBLIC TELEVISION

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DIGITAL CHANNELS | | Durham, 48 Littleton, 49 Keene, 50 Hanover ANALOG CHANNEL 26 Colebrook

