

GET MESY!

An NHPTV Education Initiative

THE **Math + Engineering + Science + You (MESY)** initiative focuses on raising awareness about the importance of Science, Technology, Engineering, and Mathematics (STEM) education with parents, children, educators, and community leaders. The key is that STEM concepts are all around us, accessible, and most importantly, fun.

MESY INITIATIVE GOALS

- To empower **parents** to get involved with their children, not to be intimidated by the subject matter, and to understand that they are their child's first and often best teacher
- To empower **children** to feel confident to investigate, experiment, build, question, and have fun with STEM
- To empower **educators**, especially in the elementary school grades, to find ways to incorporate STEM into their curriculum and improve their own skills in these areas
- To empower **community** members to understand the importance of STEM to our youth and look for ways they can support local efforts to support STEM education and learning

nhptv.org/mesy

MESY INITIATIVE ELEMENTS

On-Air

MESY Micro-series: series of 6 message breaks (60-90 seconds in length) that highlight students, educators, or groups using science, technology, engineering or mathematics in everyday , fun activities

Web

The MESY website will include practical information; links to STEM NHPTV programming and websites of interest to students and parents; plus streaming of the on-air message breaks.

Community Engagement

NHPTV offers on- and off-site, and online **professional development** opportunities to NH educators. Our goal is to increase our MESY professional development offerings and aggressively market them through targeted e-mail blasts, workshops, print materials, and via our community partners.

We will offer hands-on **MESY Family Nights** to schools, libraries, and community centers across the state using PBS children's programs such as Curious George, Sid the Science Kid as a foundation. These events will involve parents and their children working together, engaging in MESY activities and experiments.

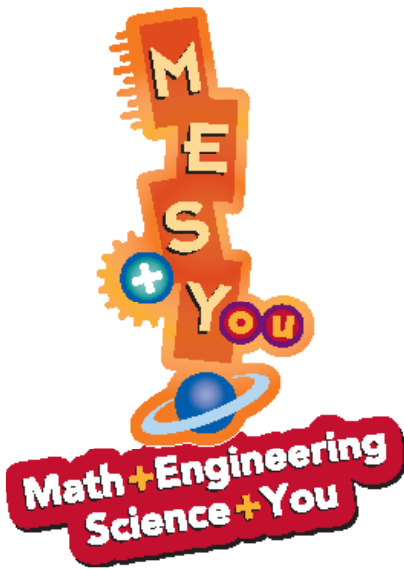
NHPTV will host a one-day **symposium** in fall 2009 on the status of STEM education in NH. We will invite pre-K-12, post-secondary, business, non-profits, and government agencies to discuss current STEM education and ways state organizations can partner and leverage STEM resources and programs. To continue the discussion from the symposium, NHPTV will establish a MESY forum on a social networking website.

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SPONSORSHIP – Multi-Media Promotional Exposure

NHPTV On-Air

On-air schedule will run 4-6 weeks; minimum of 150 :15 sec spots ROS in prime-time and with PBS and local programming related to math, engineering & science.

NHPTV Website

Links from nhptv.org/mesy content to your company's website

NHPTV E-Newsletter

Twice a month sponsorship note in weekly e-newsletter distributed to more than 14,600 subscribers

Project Collateral Materials & Press Releases

Sponsor acknowledgement on printed materials and press releases

PLATINUM SPONSORSHIP / \$10,000

- ▶ WEB: Linked company logo on the MESY website
- ▶ MICRO-SERIES: Company logo and tagline (3-5 second audio message) exclusively on 250 message breaks
- ▶ NHPTV PRIME: NHPTV will produce a 15-second spot for your company to be aired 2 times each week for one year (104 spots total) around MESY-themed programming.
- ▶ PRINT: Company logo will appear on print materials distributed at MESY educational and community engagement events for one year
- ▶ E-NEWS: Sponsor recognition in "@ NHPTV," our weekly e-news

GOLD SPONSORSHIP / \$5,000

- WEB: Linked company logo on the MESY website
- MICRO-SERIES: Company logo and tagline (3-5 second audio message) exclusively on 125 message breaks
- NHPTV PRIME: NHPTV will produce a 15-second spot for your company to be aired 1 time each week for one year (52 spots total) around MESY-themed programming.
- PRINT: Company logo will appear on print materials distributed at MESY educational and community engagement events for one year
- E-NEWS: Sponsor recognition in "@ NHPTV," our weekly e-news

SILVER SPONSORSHIP / \$2,500

- WEB: Linked company logo on the MESY website
- MICRO-SERIES: Company logo and tagline (3-5 second audio message) exclusively on 50 message breaks
- NHPTV PRIME: NHPTV will produce a 15-second spot for your company to be aired 1 time each week for 26 weeks (26 spots total) around MESY-themed programming.
- PRINT: Company logo will appear on print materials distributed at MESY educational and community engagement events for one year
- E-NEWS: Sponsor recognition in "@ NHPTV," our weekly e-news

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