



NHPTV FAMILY DAY

Story Land

Saturday, June 1st, 2013

NHPTV FAMILY DAY at STORYLAND is a popular family destination that generates awareness for NHPTV and our community partners. Help us celebrate on June 1st with beloved PBS KIDS characters *Curious George* and *Clifford the Big Red Dog*!

And as a special feature, the winners of the **2013 NHPTV-PBS KIDS GO! Writers Contest** will be honored, and the kids will read their winning stories!

We'll have give-away items, photo opportunities, and lots of FUN!

NHPTV Event Sponsorship Opportunity \$3,500

Television Exposure

- Sponsor's logo tag will be on a minimum of 150 fifteen-second promos airing on NHPTV during children's programming over a 4 - 5 week schedule.

Web Exposure

- Sponsor's name acknowledgement in our weekly "@ NHPTV" e-newsletter, which has more than 16,000 subscribers. Minimum of 3 weeks of mentions with links directed to our Events Page (nhptv.org/events).
- Links from the NHPTV homepage to the Events Page, which features Story Land-specific content, sponsor logo and a link to sponsor's homepage. The nhptv.org homepage will feature a NHPTV Family Day at Story Land logo for one month prior to event. Sponsor also will be acknowledged on NHPTV's Facebook page and Twitter feed, and NHPTV's Flickr site will have photos after the event with sponsor acknowledgement.

Venue Exposure

- The sponsor is encouraged to bring give-away items for distribution the day of the event.
- Sponsor may bring a mascot or character to the park for the duration of the event. Mascots will roam the park and should be accompanied by a "talking handler." Sponsor may create a day-of-event presence (i.e., product sampling, tables) at the park.
- Sponsor will receive up to 10 complimentary passes to the park for the event.

Print/Marketing Exposure

- Sponsor will receive recognition in promotional and advertising materials for this event.

Find out more about sponsorship opportunities from Bryn Burns, Manager of Corporate Support & Community Relations | (603) 868-4395 | bburns@nhptv.org

12/12

NEW HAMPSHIRE PUBLIC TELEVISION

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DIGITAL CHANNELS | | Durham, 34 Pittsburg, 48 Littleton, 49 Keene, 50 Hanover ANALOG 26 Colebrook

