

# NH PBS SPRING AUCTION

APRIL 25 – MAY 2  
[nhpbs.org/auction](http://nhpbs.org/auction)



## LET THE POWER OF PUBLIC TELEVISION WORK FOR YOU!

### GET YOUR MESSAGE OUT:

Put the power of television behind your company. Your marketing message will be broadcast to an audience primed to purchase.

### MAKE A POWERFUL CONNECTION WITH THE COMMUNITY

Co-brand your organization's name and reputation with that of NHPBS and PBS, America's most trusted institution (*Roper Public Affairs & Media Poll*).

### CONNECT WITH NHPBS AUDIENCE

Our audience is loyal, high-earning, and highly educated. Our Auction bidders and supporters are more likely to purchase from Auction donors and sponsors.

### BUILD TEAM SPIRIT

Your employees can show their spirit and your business's commitment to a vital community resource; a variety of volunteer positions are available. Up to five of your employees can volunteer for the phone bank per shift – and be featured on-air!

### GAIN VALUABLE TELEVISION AND ONLINE EXPOSURE

Receive on-air credits throughout each night that your company sponsors.

### MAKE A WEB CONNECTION

Enjoy extra visibility on [nhpbs.org](http://nhpbs.org), with a link to your company's website.

## COMPANY BENEFITS

- Multi-state reach via [nhpbs.org/auction](http://nhpbs.org/auction)
- Receive multiple spotlights in sponsor credit videos
- Verbal credit as your board is presented, including onscreen logo
- Visibility on e-messaging, newsletter, and press releases
- Recognition on NHPBS Auction website with direct link to your website



## A MULTIMEDIA EVENT

Television | Online | Social Media | Print  
Publicity | Newsletter | e-Newsletter

## PRAISE

"The NHPBS Spring Auction is something our staff looks forward to. We get to show our company's support for NHPBS and we have a lot of fun!"

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NHPBS | NHPBS EXPLORE | NH CREATE | NH WORLD | NHPBS KIDS • Digital Channels | 11 Durham | 34 Pittsburg | 48 Littleton | 49 Keene | 50 Hanover

### **SUPER BOARD**

#### **FULL NIGHT - \$1,000**

- 8 spotlights in nightly sponsor video featuring your company's logo and tagline
- 4 audio and visual credits in form of auctioneer present with logo
- Recognition on Auction website with direct link to your site
- Font recognition in Auction e-blasts

### **QUICKIE BOARD** *presents twice as often as other boards*

#### **FULL NIGHT - \$1,000**

- 8 spotlights in nightly sponsor video featuring your company's logo and tagline
- 16 audio and visual credits in form of auctioneer present with logo
- Recognition on Auction website with direct link to your site

#### **HALF NIGHT - \$500**

- 4 spotlights in nightly sponsor video featuring your company's logo and tagline
- 8 audio and visual credits in form of auctioneer present with logo
- Recognition on Auction website with direct link to your site

### **G,L & A BOARDS**

#### **FULL NIGHT - \$800**

- 8 spotlights in nightly sponsor video featuring your company's logo and tagline
- 8 audio and visual credits in form of auctioneer present with logo
- Recognition on Auction website with direct link to your site

#### **HALF NIGHT - \$400**

- 4 spotlights in nightly sponsor video featuring your company's logo and tagline
- 4 audio and visual credits in form of auctioneer present with logo
- Recognition on Auction website with direct link to your site

- **Super Board:** *Items or certificates valued at \$2500 and up*
- **Quickie Board:** *Certificates valued from \$60 to \$104*
- **G Board** — *3 boards that rotate throughout auction:*
  - G board:** *arts and crafts gallery items valued \$60 to \$499*
  - Golden Gavel:** *items and certificates valued between \$500 to \$999*
  - Granite Board:** *items and certificates valued between \$1000 to \$2499*
- **L Board:** *Items valued between \$105 and \$499*
- **A Board:** *Certificates valued between \$105 and \$499*