



Screening & Panel Discussion Series

SPONSORSHIP OPPORTUNITIES

IMPACT MEDIA FOR COLORADO



PBS12 is your neighbor.
We champion diverse voices,
celebrate community, and
expand perspectives for all
Coloradans.

PBS12
2900 Welton Street
Denver, CO 80205
PBS12.org





PBS 12

IMPACT MEDIA FOR COLORADO

OUR MISSION

To share the real, personal stories of the Colorado experience that celebrate our lifestyles and tackle the issues that define our state.

OUR AUDIENCE

PBS12's viewers are primarily well-educated, highly engaged in their communities, and civic-minded. In fact, they're 26% more likely to vote in statewide elections and 124% more likely to support environmental causes.

OUR IMPACT



507,000
broadcast views
per month



50,000
web page views
per month



9,085
members of
PBS12



21,926
weekly **email** reach
with an **18% open**
rate



1.2M
reach across all
social media
platforms



100,000
weekly viewers with
\$100k+ household
income

175,000

college
graduates watch
every week



3x more

likely to buy a
product or
service from a
PBS sponsor
than a
broadcast
advertiser



67%

of PBS.org
users agree
their opinion of
a company is
higher when
they learn it
supports PBS



Featuring PBS programs you love and trust, along with locally focused original productions, PBS12 is your source for unbiased news, Colorado stories, and inspiring content.



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ABOUT SCREENING & PANEL DISCUSSIONS

Our Series

Screening and Panel Discussions provide an amazing way to get in front of a targeted group of like-minded individuals, centered around a theme or piece of meaningful content.

The typical format of our Screening & Panel Discussion includes opening remarks from all relevant parties, an intimate screening of a film, followed by a panel discussion with experts, castmates, or others related to the film and/or its contents.

While this event format has proven successful, PBS12 is open to creative ideas on how to reimagine the event and create a deeper, more meaningful connection with our audiences; this is a collaborative partnership opportunity.

Sponsorship Opportunities

Supporting PBS12's mission to be Impact Media for Colorado means supporting amazing film makers and community organizations in sharing these impactful stories with Coloradoans.

Customize your screening and panel discussion opportunity below.



PRESENTING SPONSOR

- EXCLUSIVE -

Recognition

Includes:

- Recognized as official Presenting Sponsor of Series (e.g. PBS12 Screening & Panel Discussion Series presented by...)
- Logo included as Presenting Sponsor on all digital & print materials, advertising, and communication
- Welcome & introduction by company/organization representative at each event
- Up to five (5) promotional advertisement displayed in rotation on screen leading up to screening & panel discussion

Underwriting

Creative Includes:

- One (1) original :15 spot for sponsor; produced and edited by PBS12

Schedule Includes:

- 52-Week broadcast flight
- Twelve (12) spots per week; Total of 624 spots.
- Optional: One (1) additional spot provided by sponsor to run during flight time.

Experience

Includes:

- Up to twenty (20) Reserved tickets for each screening
- Private reception & meet-and-greet with speakers and panel prior to start of evening

Investment: \$15,000

SUPPORTING SPONSOR

-Limited Availability-

Recognition

Includes:

- Recognized as official Supporting Sponsor of Series
- Logo included as Supporting Sponsor on all digital & print materials, advertising, and communication
- Recognition included in remarks by PBS12 moderator and/or PBS12 host for Supporting Sponsor company/organization
- Up to four (4) promotional advertisement displayed in rotation on screen leading up to screening & panel discussion

Underwriting

Creative Includes:

- One (1) original :15 spot for sponsor; produced and edited by PBS12

Schedule Includes:

- 52-Week broadcast flight
- Four (4) spots per week; Total of 208 spots.
- Optional: One (1) additional spot provided by sponsor to run during flight time.

Experience

Includes:

- Up to eight (8) reserved tickets for each screening
- Private reception & meet-and-greet with speakers and panel prior to start of evening

Investment: \$10,000

PARTNER SPONSOR

-Limited Availability-

Recognition

Includes:

- Recognized as Partner Sponsor of (2) Screenings of Choice
- Logo included as Partner Sponsor on all digital & print materials, advertising, and communication related to screening of choice
- Verbal thank-you in remarks by PBS12 moderator and/or PBS12 host for Supporting Sponsor company/organization
- Up to three (3) promotional advertisement displayed in rotation on screen leading up to screening & panel discussion

Experience

Includes:

- Up to four (8) reserved tickets for each screening
- Private reception & meet-and-greet with speakers and panel prior to start of evening

Investment: \$5,000

SCREENING SPONSOR

- Limited Availability -

Recognition

Includes:

- Recognized as Partner Sponsor of Individual Screening of Choice
- Listed as Screening Sponsor on all digital & print materials, advertising, and communication
- Verbal thank-you in remarks by PBS12 moderator and/or PBS12 host for Supporting Sponsor company/organization
- Two (2) promotional advertisement displayed in rotation on screen leading up to show and intermission

Experience

Includes:

- Up to eight (8) reserved tickets for screening
- Private reception & meet-and-greet with speakers and panel prior to start of evening

Investment: \$2,500

CONTRIBUTING SPONSOR

- Limited Availability -

Recognition

Includes:

- Recognized as Contributing Sponsor of Series
- Listed as Contributing Sponsor on select digital materials, advertising, and communication
- Thank-you in program by PBS12 moderator and/or PBS12 host for Supporting Sponsor company/organization
- One (1) promotional advertisement displayed in rotation on screen leading up to show and intermission

Experience

Includes:

- Up to sixteen (16) reserved tickets for series (based on availability for each show)
- Private reception & meet-and-greet with speakers and panel prior to start of each evening

Investment: \$1,000