

# #13

**COMPLETE**

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Page 2: Tell us who you are!

## Q1 Contact Information

Name	<b>Julie Wallen</b>
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Page 3: Award Categories

**Q2** Select a category. **Corporate Support**

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Page 4: Corporate Support

## Q3 Project Title

KCPT PBS KIDS 27/4 Channel Sponsorship

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**Q4** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

With the launch of our new 27/4 kids channel this was a great opportunity to reach out to new community nonprofit partners for possible sponsorship. We outlined 4 Pillar options ( Health, Literacy, Social/Emotional & STEAM) that coincide with the content themes in our PBS Kids programming. The goal was to secure a total of 16 partners (4 per pillar).

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## 2018 Development Awards - Application Form

**Q5** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

After identifying a list of local nonprofits and researching each organization, I cold called several and secured in person meetings to discuss the features and benefits along with their pain points on why the partnership would be of value to both parties. The proposal included 4 components: Underwriting spots on both our main channel and new kids channel (more spots on new channel) with the option to change out their brand spot each quarter, 16 interstitials each quarter that featured sponsor logo & voiceover, sharable with their social media/community partners and community engagement events/brand awareness opportunities via KCPT. Sponsorship package was valued at \$100,000 but cost was \$10,000. All nonprofits serve the under served community (same as KCPT) and all nonprofits would love the opportunity to get in front of our loyal donors. KCPT wants to be known as a community partner therefore this was a win win for all parties involved.

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**Q6** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The goal was to secure 4 partners per pillar for a total of 16 sponsors and the two of us in Development secured 13. Out of the 13 secured 11 are nonprofit and 10 are new business partners. We did all of this not knowing viewership/ratings numbers, etc. I created and presented a mid-year recap showing what was promised and how much we have over delivered with value ad. This has been a great benefit for all involved.

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**Q7** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

This project allowed KCPT to create a total of 64 new 1 minute interstitials that were geared around the four pillars themes thus creating additional new community partners. Each new underwriting spot was also paired with an interstitial and placed around the TV Shows with these themes as well. It was strategic cohesive proposal leveraging all the national PBS Kids content along with creating new local content. This aired on TV, online -kcptkids.org site, as well as in the community via character events, etc.

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**Q8** Do you have any supporting materials or items to upload? (optional) **Yes**

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Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**

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