

Project Title Commonwealth Champions of Education Sponsorship Opportunity
WGBH Submission

What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250) 252 words below

The goal of the Commonwealth Champions of Education (CCE) sponsorship opportunity is to leverage WGBH's broadcast **and** non-broadcast pre-school and K – 12 educational initiatives to increase sponsorship revenue. Familiarity with children's television programs like *Arthur* and *Kratts' Creatures* is high and support for PBS KIDS is the obvious place to start to ask for sponsorship dollars. But we felt we were missing an opportunity to leverage the breadth and depth of our commitment to early education, and highlight the many non-broadcast projects that complement PBS KIDS' television series. This would enable us to increase the corporate dollars raised to support our work in children's education.

Because of the extensive nature of our non-broadcast projects for children, to make the overall "CCE concept" manageable and not overwhelming for our account team to present and sponsors to quickly understand, we created an "elevator pitch" approach for the sales team to use in presentations rather than an encyclopedic listing of all of WGBH's activities. We segmented the educational content in to three categories: 1) Early Childhood Education, 2) Social Emotional Learning and 3) STEAM. Both broadcast and non-broadcast projects were included in the three areas to demonstrate 'GBH's integrated educational strategy.

The revenue is unrestricted and sponsors receive an on-air TV schedule in PBS KIDS and prime ROS that showcases and brands them as WGBH's "Commonwealth Champions of Education." By becoming a sponsor, companies are joining a cohort that gives them a platform to spotlight their support of education in the Commonwealth of Massachusetts.

Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400) 514 words used

The CCE sponsorship deck was presented to 'GBH's corporate board — the WGBH Corporate Executive Council — for their review and guidance in spring of 2018. We incorporated their feedback in the final presentation. Our first CCE sponsor was a member of the Council.

Several sales meetings were scheduled with the account managers to discuss the CCE initiative to familiarize them with the numerous non-broadcast projects in WGBH's portfolio. It was emphasized that if prospects wanted more in depth information about the non-broadcast initiatives, a follow up meeting could be scheduled with the prospect, staff from the Educational Outreach team, and the AE in order to provide more detail.

The team brainstormed prospects with a focus on businesses who might be looking for opportunities beyond traditional, transactional styles of marketing — and whose priorities included supporting educational efforts. One-on-one meetings were scheduled with potential sponsors, with the CCE presented as a unique branding vehicle that would enable a company to showcase their commitment to education.

To support the sales and build awareness of the CCE initiative and the sponsorship opportunity, the marketing team created assets including:

- Three major long-time children's program sponsors were grandfathered into the CCE. On-air **TV spots** were created with the same "brand look" as the initiative and included a brief explanation of the CCE, acknowledged the sponsor as a proud CCE supporter, and directed viewers to a web page for the CCE on the wgbh.org/sponsorship site. On-air radio spots for the CCE also run on 89.7 WGBH, Boston's Local NPR and 99.5 WCRB, Classical Radio Boston.
- A **video** on WGBH's children's initiatives that was created for the WGBH Campaign, was edited and re-branded to focus on CCE for use in sales presentations.
- **Display ad** inventory on WGBH.org was allocated for CCE display ads, with a link to the WGBH **sponsorship web site** to contact us for more information.
- The CCE was the highlighted sponsorship opportunity in an issue of "WGBH InFocus" — the monthly **newsletter** for sponsorship sent to over 2,300 sponsors and prospects.
- A **print ad** promoting CCE sponsorship was placed in *Explore!* — WGBH's member magazine that is sent to over 150k members.
- The print ad was reversioned and posted on WGBH's Corporate Sponsorship **LinkedIn and Facebook** platforms.

WGBH's account managers bring up the CCE in most of their pitches — even when it's not part of the proposal — because it's a great way to let prospects know the breadth and depth of WGBH's work for children and their families. Prospects are generally amazed at our non-broadcast work and had no idea so much is done here locally. The CCE concept is a great way to further differentiate WGBH in the marketplace from other media buying opportunities.

The CCE concept is a way to educate sponsors about the WGBH's educational mission while enlisting their support to help fulfill it. We know from research that our listeners, viewers, and members want to support our sponsors because of their support of our mission, so it's a win for WGBH and the sponsors as they "do well while doing good."

Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250) 47 words used

This program influenced seven funders and more than \$520,000 in revenue, with over \$180,000 specifically dedicated to promoting the sponsor's support for Commonwealth Champions of Education.

Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250) 56 words used

CCE spots run in PBS KIDS and prime ROS. The proposal specifically mentions the following projects: PBS LearningMedia including Massachusetts usage, First 8 Labs, *Arthur* AIM Buddy Project, NOVA Labs, Bringing the Universe to America's Classrooms, Design Squad Global. WGBH's *High School Quiz Show*, *The Ruff Ruffman Show*, *Peep and Big Wide World*, and *Plum Landing*.

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

Yes ☒ x