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Page 2: Tell us who you are!

**Q1** Contact Information

Name	Lisa Helmke
Title	Corporate Development Account Executive
Station	KPBS San Diego
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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

PBS 24/7 Kids Charter 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)

Overall Project Goal:

Generate awareness and build a positive perception.

Background:

Several key factors came into play to help forge the partnership between KPBS and SeaWorld San Diego.

First of all, SeaWorld's national partnership with Sesame Street Workshop continues to grow with even more plans for expansion in the San Diego market specifically.

Secondly, the timing is such that a strategy to raise their profile and showcase their five-decade long history and commitment to animal rescue and rehabilitation and ocean health is very timely.

As a credible and valued community institution, with a tremendous footprint in their immediate trade area, and provider of the most trusted education children's programming on television, KPBS is uniquely positioned to help them maximize both opportunities.

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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)

KPBS's Recommendation:

We leveraged the launch of our all new 24/7 Kids Channel and invited SeaWorld to become one of our Charter Sponsors.

The Charter Sponsorship provides SeaWorld with one fourth of the sponsorship inventory throughout the remainder of 2018.

Additionally, promo announcements educating viewers about the new channel also included a sponsor logo are airing across KPBS's three additional TV Stations, main, KPBS2 and CREATE. Finally, to further extend reach, we layered a digital campaign that includes ROS Banners and :15 audio pre-roll on the listen-live stream which allows us to support several themed events including:

- Lunar New Year February 10 - 25
- Seven Seas Festival Select Weekend March - April
- Sesame Street Parade (May 5 – September 2)
- Spooktacular Sept 22 – October 28th)
- & More

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

Success Metrics:

We worked directly with the client and their advertising agency, Initiative Media, to finalize and execute the program elements. It launched in February with digital elements first and TV just started in April so it is still in the very beginning stages.

In terms of metrics. This partnership is being considered more as an opportunity to demonstrate SeaWorld San Diego's support for KPBS mission and commitment to education children's programming and less about tracking key performance metrics. However, we do have the ability to provide post reach recaps based on Nielsen estimates and digital campaign delivery.

The partnership resulted in an additional \$50,000 in revenue and a new relationship with a client that's been on our target account list for many years.

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

See above

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

Page 10: Additional Items

**Q31** Please upload all materials as a single document.

**KPBS TV 2018 SeaWorld Presentation 5.2.18.pdf(1.5MB)**

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**

## 2018 Development Awards - Application Form

**Q33** The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

I thought that the CSPI Training was terrific. I do think it would be helpful to learn more about positioning against digital and social media. Thank you again!

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