

About WGBH:

TV, Radio, Web, and More

Boston public broadcaster WGBH **informs, inspires, and entertains millions of people** throughout New England, across the country and around the world—at home, at work, at play, in the car, in the classroom, in movie theaters...wherever media is accessible.

WGBH is **PBS's single largest producer of prime-time and children's programs for television and the Web.** We're a major source of programs heard nationally on public radio, and a pioneer in educational multimedia and media access technologies for people with disabilities.

WGBH is taking advantage of the revolution in technology to offer audiences even more choice and convenience through our **multiple television and radio services.**

And **wgbh.org** is the place to turn for program information, in-depth multimedia, online streaming, podcasts, vodcasts, and downloads of all kinds for your laptop, iPod, and other portable devices.

As the media landscape continues to evolve, WGBH is staying ahead of the curve. Today, there are more ways than ever to enjoy our educationally rich content when and where you choose. All our efforts rely on the generosity of our members and the **public-spirited support of the business community.**



The **WGBH** Business **Member** Partner **Program**

Partnering with WGBH makes excellent business sense. As a WGBH Business Member Partner, you:

- * **Connect your business** with WGBH's affluent, highly educated, and influential audience through a variety of multimedia platforms (print, radio, TV, Web).
- * **Position your organization** as a philanthropic leader in our business community.

With a membership base of more than 160,000 in the greater Boston market and an audience of millions accessing our programs on TV, radio, and the Web, WGBH offers a significant **return on investment** for our Partners' contributions. From law firms to manufacturers, retail stores to utilities, Fortune 500 companies to neighborhood businesses, WGBH Business Member Partners share a **common value**: a commitment to the education and cultural enrichment of our community.



Business**Member**Partnerships

ASSOCIATE

ASSOCIATE Business Member Partner

\$100-\$499

Benefits include:

- * Acknowledgement on **wgbh.org** of your Associate Business Member Partner level of support.
- * Opportunity to become a **WGBH Member Discount Organization** when you agree to provide our members with a discount for your products and services. Your discount and a link to your company website will be listed at **wgbh.org/membercardguide**.
- * The ability to **promote your company's support of WGBH** on your corporate website, with a link to wgbh.org for news, information, and community services.
- * **WGBH membership privileges**, including a one-year subscription to *'GBH, The Members' Guide*, mailed to more than 160,000 households each month.
- * **WGBH Business MemberCard** for you and your employees: discounts at more than 200 stores, restaurants, and cultural institutions that, like you, support WGBH.
- * A chance to **connect with other businesses** through your subscription to WGBH's quarterly *Partners' Page* e-newsletter, which provides information and articles on our programs and fellow corporate community supporters.

BRONZE

BRONZE Business Member Partner \$500-\$999

In addition to the privileges of Associate Business Member Partnership, Bronze level benefits include:

- * Acknowledgement on **wgbh.org** of your Bronze Business Member Partner level of support.
- * Your discount as a Member Discount Organization **listed in the print version of the MemberCard Guide**, a direct-mail piece sent to 400,000 current and former WGBH members.
- * Recognition in the **WGBH annual report** as a Bronze Business Member Partner.
- * **Invitations** to special WGBH community events.

SILVER

SILVER Business Member Partner

\$1,000-\$2,499

In addition to the privileges of Bronze Business Member Partnership, Silver level benefits include:

- * **On-air mentions during a WGBH 89.7 radio pledge drive** as a corporate challenge partner.
- * Acknowledgement on **wgbh.org** of your Silver Business Member Partner level of support.
- * Your discount as a Member Discount Organization **listed in print at least once per year in 'GBH, The Members' Guide**, mailed to more than 160,000 households each month.
- * Recognition in the **WGBH annual report** as a Silver Business Member Partner.
- * **Invitations to WGBH exclusive events.**

GOLD

GOLD Business Member Partner

\$2,500-\$5,000

In addition to the privileges of Silver Business Member Partnership, Gold level benefits include:

- * **On-air mentions with company logo on a WGBH TV pledge drive** as a corporate challenge member.
- * Acknowledgement on **wgbh.org** as a Gold Business Member Partner with a **direct link to your company website**.
- * Your discount as a Member Discount Organization **listed in print at least twice per year in 'GBH, The Members' Guide**, mailed to more than 160,000 households each month.
- * Recognition in the **WGBH annual report** as a Gold Business Member Partner.
- * A **certificate** identifying your company as a proud WGBH Gold Business Member Partner.

WGBH and YOU:

A Winning Partnership

WGBH Business Member Partners are an important part of the WGBH family. Your support helps ensure that WGBH has the critical resources we need to produce and deliver educationally rich programs—on television, on radio, and online—that serve the public's interests, here in New England and across the country.

How can we thank you? There are many ways we can help you **showcase your support of WGBH and your community.** Consider this:

- * WGBH's monthly program guide, *'GBH, The Members' Guide*, reaches 160,000 households.
- * Our Member Discount Organization program reaches more than 400,000 active and former WGBH members every year.
- * Millions of people access WGBH programs, on air and online, every week.

In addition to the benefits that come with your level of Business Member Partner support, we're ready to work with you to create a customized package of opportunities that will serve your business as it grows and changes.

- * Sponsor a single WGBH event or series of events at WGBH's new, public-friendly studios.
- * Get on-air exposure by supporting a WGBH television or radio on-air pledge drive.
- * Participate in the popular WGBH Auction.

Thank you for all you do to support WGBH!

EVENTS

WGBH's environmentally friendly studios in Brighton offer the perfect venue to welcome our members, families, educators, generous business supporters, and the general public for all kinds of events that amplify the impact of our programs and deepen our—and your—community ties.

Throughout the year, WGBH invites our members and the public to:

- * Attend premiere screenings in our state-of-the-art, 200-seat Yawkey Theater.
- * Participate in Kids & Family Club events in our Yawkey Atrium.
- * Enjoy live musical performances in our acoustically superb Fraser Performance Studio.
- * Browse through our Art Auction Preview.
- * Tour our studios, visit the WGBH Shop, and so much more.

There are many opportunities for you to **target your customers' interests and passions** through your association with the respected WGBH, PBS, and NPR brands. By sponsoring or donating in-kind services to one or more WGBH events, you will be recognized as an organization that supports public broadcasting in your community.

For a complete events calendar, as a well as a list of benefits associated with your level of support, please contact our WGBH Business Member Partners Program at **617.300.4400** or **go to wgbh.org/businessmembers**.

AUCTION

The annual WGBH Auction is one of the largest community-driven events in New England, raising more than \$500,000 each year in unrestricted funds to support public broadcasting. A New England institution since 1966, the WGBH Auction has held a special place in the hearts of members and viewers for more than four decades.

The month-long online auction culminates in a live, on-air extravaganza on the final day of the Auction.

From cars to collectibles, fine art to fine wine, from New England travel excursions to luxurious getaways, gourmet experiences to chef's tastings at premier restaurants, and much more—our members always find something unique and tempting to bid on, while showing their support for WGBH.

All this is made possible by more than 900 generous business and community donors—partners like you. By joining with WGBH staff and hundreds of volunteers in this major fundraising event, you help make the Auction a memorable community experience for our members, thousands of online participants and viewers, and your business.

To learn more about the next WGBH Auction and the complete list of benefits you will receive in return for your Auction donation, please contact our WGBH Business Member Partners program at **617.300.4400** or go to **wgbh.org/businessmembers**.

TV AND RADIO PLEDGE

How do we keep WGBH strong? It takes a village...and that's particularly true when it comes to our TV and radio pledge drives.

Pledge drives help WGBH sustain and grow our membership, which in turn supports our ability to produce and deliver high-quality programs on television, radio, and the Web that serve our diverse and growing audience.

And no single group plays a more important role in these drives than our WGBH Business Member Partners. By donating products or services during our drives, Business Member Partners help WGBH reduce our operational costs and allocate more of the funds we raise directly to our programs.

There are many ways for Business Member Partners to support WGBH during pledge drives, including:

- * **Donate “premiums”**—thank-you gifts that we offer to our listeners, viewers, and members in appreciation for their WGBH donations. Popular premium donations include tickets to musical or theatrical performances, coffee mugs, and program-related CDs or DVDs.
- * **Donate prizes** for our on-air contests. (Electronic devices are particularly popular.)
- * **Donate refreshments** for our volunteers taking pledges during the drive.

In return for your in-kind donation of products or services, WGBH Business Member Partners receive valuable promotional and membership benefits designed to help you **maintain and extend your competitive edge**.

For a complete calendar of TV and radio pledge drives, and to learn how you can participate, please call the WGBH Business Member Partners program at **617.300.4400** or **go to wgbh.org/businessmembers**.

'GBH, THE MEMBERS' GUIDE

Reach WGBH's loyal members—some 160,000 strong—in the comfort of their homes by advertising in our monthly program guide, *'GBH, The Members' Guide*. Circulation extends throughout New England as well as Canada.

Whether you use this opportunity to **promote your most successful product or service, or to showcase your philanthropic commitment** through a “support ad,” you'll find yourself in good company—with other business leaders who believe in the mission of WGBH and public broadcasting, and an appreciative public that values your WGBH affiliation.

There are many ways to participate, beginning with a one-time, 1/4-page ad. Increase your **impact and visibility** with consecutive ad runs, while earning discounted rates. And full-page inside and back cover ad rates also are discounted when you sign up for consecutive ad runs.

To receive the latest advertising rates and reserve your ad space now, contact our WGBH Business Member Partners staff at **617.300.4400** or go to **wgbh.org/businessmembers**.