

Project Description & Concept

OUR HOMETOWN is a series produced by New Hampshire PBS that explores the vibrant culture, commerce, history and people of New Hampshire's 221 towns and 13 cities - through the stories of those who live there. Each 30-minute episode is a quilt of short stories from the town, which reveal its character through the folks who know it best.

The series premiered in March 2015 and is hosted by New Hampshire author and storyteller Rebecca Rule. Produced in partnership with each community, NHPBS engages residents in telling their stories. Stories are recorded and edited into a 30-minute television program. The full episode and each individual story are archived online at nhpbs.org/hometown.

**Community Impact**

Each season contain 2 episodes that highlight a specific community in the Granite State. While the production process energizes these highly-localized audiences, the series itself has broad state-wide appeal given the human interest and attention to quality storytelling.

Community & Production Partners

Each episode leverages different production partners for filming locations, screenings, and more.

Audience & Reach

New Hampshire residents

Production Timeline

2-3 episodes throughout the year

Content Delivery

This program will air locally on NHPBS. The program will also be available for streaming through nhpbs.org.

**Season-Long
Town Hall
Level Sponsor**

\$15,000
Investment

*Limit to one
sponsor at this
level + industry
exclusivity.*

ON-AIR PRODUCTION BENEFITS

- Listed as Town Hall Sponsor with logo during on-air broadcast of the program on NHPBS
- A :30 second spot around program throughout season
- Listed as Town Hall Sponsor with logo in credits for on-demand broadcast

NHPBS.ORG

- Listed with clickable company name on NHPBS.org program page
- Listed as Town Hall Sponsor in any production-related press releases

DIGITAL MARKETING BENEFITS

- Listed as Town Hall Sponsor with logo on digital program marketing (11,000+ email subscribers)
- Listed as Town Hall Sponsor with logo on digital event marketing and invitations for affiliated events (screeners, storyteller events, etc) for the season

SOCIAL MEDIA MARKETING BENEFITS

- Listed as Town Hall Sponsor and tagged on social media platforms in related posts
- Thank You graphic on season-end Facebook photo album

PRINT MARKETING BENEFITS

- Listed as Town Hall Sponsor with logo on print program marketing
- Listed as Town Hall Sponsor in any production-related press releases

BONUS PLACEMENTS

- A 12-month tile ad on NHPBS.org which has 120,000 monthly visitors
- :15 second spot to air run of schedule
- Invitation to attend, speak or table at affiliated events (screeners, storyteller events, etc) for the season

**Season-Long
Main Street
Level Sponsor**

\$12,500
Investment

*Limit to three
sponsors at this
level + industry
exclusivity.*

ON-AIR PRODUCTION BENEFITS

- Listed as Main Street Sponsor with text during on-air broadcast of the program on NHPBS
- A :15 second spot around program throughout season
- Listed as Main Street Sponsor with text in credits for on-demand broadcast

NHPBS.ORG

- Listed with clickable company name on NHPBS.org program page
- Listed as Main Street Sponsor in any production-related press releases

DIGITAL MARKETING BENEFITS

- Listed as Main Street Sponsor with linked text on digital program marketing (11,000+ email subscribers)
- Listed as Main Street Sponsor with linked text on digital event marketing and invitations for affiliated events (screeners, storyteller events, etc) for the season

SOCIAL MEDIA MARKETING BENEFITS

- Listed as Main Street Sponsor and tagged on social media platforms in related posts
- Thank You graphic on season-end Facebook photo album

PRINT MARKETING BENEFITS

- Listed as Main Street Sponsor with logo on print program marketing
- Listed as Main Street Sponsor in any production-related press releases

BONUS PLACEMENTS

- A 12-month tile ad on NHPBS.org which has 120,000 monthly visitors
- :15 second spot to air run of schedule
- Invitation to attend, speak or table at affiliated events (screeners, storyteller events, etc) for the season

**Season-Long
Town Square
Level Sponsor**

*\$7,500
Investment*

ON-AIR PRODUCTION BENEFITS

- Listed as Town Square Sponsor with text during on-air broadcast of the program on NHPBS.
- A :15 second spot around program throughout season
- Listed as Town Square Sponsor with text in credits for on-demand broadcast

NHPBS.ORG

- Listed with clickable company name on NHPBS.org program page
- Listed as Town Square Sponsor in any production-related press releases

DIGITAL MARKETING BENEFITS

- Listed as Town Square Sponsor with linked text on digital program marketing (11,000+ email subscribers)
- Listed as Town Square Sponsor with linked text on digital event marketing and invitations for affiliated events (screeners, storyteller events, etc) for the season

SOCIAL MEDIA MARKETING BENEFITS

- Listed as Town Square Sponsor and tagged on social media platforms in related posts
- Thank You graphic on season-end Facebook photo album

PRINT MARKETING BENEFITS

- Listed as Town Square Sponsor with logo on print program marketing.
- Listed as Town Square Sponsor in any production-related press releases

BONUS PLACEMENTS

- A 6-month tile ad on NHPBS.org which has 120,000 monthly visitors

**Season-Long
Gabezo
Level Sponsor**

*\$5,000
Investment*

ON-AIR PRODUCTION BENEFITS

- Listed as Gazebo Sponsor with logo during on-air broadcast of the program on NHPBS
- Listed as Gazebo Sponsor in credits for on-demand broadcast

NHPBS.ORG

- Listed with clickable company name on NHPBS.org program page
- Listed as Gazebo Sponsor in any production-related press releases

DIGITAL MARKETING BENEFITS

- Listed as Gazebo Sponsor with logo on digital program marketing (11,000+ email subscribers)

SOCIAL MEDIA MARKETING BENEFITS

- Listed as Gazebo Sponsor and tagged on social media platforms in related posts

PRINT MARKETING BENEFITS

- Listed as Gazebo Sponsor on print program marketing
- Listed as Gazebo Sponsor in any production-related press releases

BONUS PLACEMENTS

- A 6-month tile ad on NHPBS.org which has 120,000 monthly visitors