Wisconsin Public Television presents a diverse range of content that engages, inspires, and informs audiences throughout the state. Each week, more than 500,000 viewers from every Wisconsin county tune-in to WPT.

While WPT is an inclusive service, public television notably attracts among the most affluent, educated, professional, and engaged individuals. PBS and its member stations are rated #1 in public trust, and viewers associate business sponsors with the highest levels of quality and trust. WPT sponsorship is your way to reach a highly desirable audience with a message about your brand while also sustaining WPT's award-winning programming, educational impact, and community-building work in Wisconsin.

Flagship Channel
WPT's Flagship Channel offers an array of entertaining and enriching programs, from PBS favorites, to beloved parent-trusted kids programs, to local shows which reflect our state and its citizens.

The Wisconsin Channel
The Wisconsin Channel features programming about Wisconsin state issues and histories, university lectures, local programs and performances from Wisconsin arts groups.

Create Channel
Create® TV presents the best lifestyle programming public television has to offer, including expert advice on cooking, arts & crafts, gardening, home improvement and travel.

WPT PBS Kids Channel
All of the PBS Kids shows that kids and families come to love and trust, available 24 hours a day.
Network Coverage

WHA-MADISON MARKET

UPSTATE MARKET

COMPREHENSIVE COVERAGE

PBS SPONSORS STAND OUT WITH FEWER PRIMETIME NON-PROGRAMMING MINUTES

- PBS: 3 MIN 15 SEC
- Commercial: 14 MIN 33 SEC
- Cable: 14 MIN 40 SEC

Source: Nielsen, October 2015

PBS IS #1 IN PUBLIC TRUST

<table>
<thead>
<tr>
<th>Platform</th>
<th>% of Public Trust</th>
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<tbody>
<tr>
<td>PBS</td>
<td>30%</td>
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<tr>
<td>Digital Platforms</td>
<td>17%</td>
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<tr>
<td>Courts of Law</td>
<td>15%</td>
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<tr>
<td>Commercial Cable TV</td>
<td>15%</td>
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<tr>
<td>Commercial Broadcast TV</td>
<td>13%</td>
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<tr>
<td>Newspaper Publishing Companies</td>
<td>8%</td>
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<tr>
<td>Social Media</td>
<td>5%</td>
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<tr>
<td>Federal Government</td>
<td>4%</td>
</tr>
<tr>
<td>Congress</td>
<td>2%</td>
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</tbody>
</table>

Source: Marketing & Research Resources, Inc. (MARO), January 2018

A TRUSTED WINDOW TO THE WORLD
On-Air Support

Signal Your Values
Sponsorship on Wisconsin Public Television is an efficient and effective way to signal your values to an engaged, influential, and loyal audience.

Reach a Premium Audience in an Uncluttered Environment
Sponsorship messages on non-commercial television standout and viewers pay attention. On-air sponsorship reaches an attentive audience that is motivated to act in support of those businesses and organizations they see aligned with WPT.

Customized Packages
From on-air program underwriting to local production support, event sponsorship to investments into the WPT Focus Funds, customized, multi-platform packages are created to meet business needs and elevate the brands invested in WPT's mission and impact to inform, inspire, and engage the state.

Additional Benefits
• WPT works with sponsors to create a compelling message that reflects your community relations and marketing goals while maintaining the objective style that WPT viewers expect, respect, and appreciate.
• The cost of creating and producing your message is included in our sponsor rate; there are no extra costs.
• On-air sponsorship messages are 15-seconds in length and include your logo, a statement about your business mission, products or service.
• Subscription to Airwaves Schedule Guide
• Recognition as a corporate sponsor anywhere WPT recognizes its family of supporters.
**Additional Opportunities**

**COMMUNITY EDUCATION**

Sponsor WPT’s live events, screenings, web resources, listening sessions and more as your statewide community partner.

**LOCAL PRODUCTION**

Fund projects that capture the spirit, character, and pride of Wisconsin through programs that both highlight and ensure a lasting legacy of our state’s rich history.

**WPT EDUCATION**

Sustain the impact of WPT Education’s enriching educational resources designed to spark curiosity and inspire learning in Wisconsin classrooms and homes.

**WPT FOCUS FUNDS**

Invest in WPT’s ability to provide trusted journalism, historical programming, arts highlights and more with an investment in the WPT Focus Funds.