

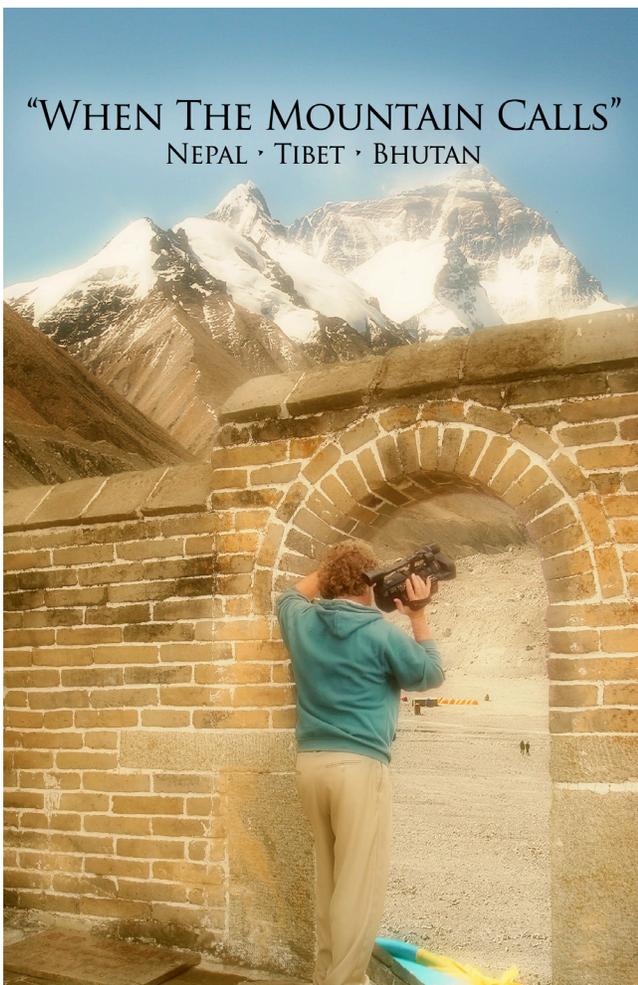
VENDETTI PRODUCTIONS LLC

## **“When The Mountain Calls – Nepal • Tibet • Bhutan”**

### **PBS Sponsorship Opportunity**

“When The Mountain Calls: Nepal • Tibet • Bhutan,” directed by Emmy-Award winning Maui filmmaker Tom Vendetti, explores the director/producer’s personal experiences and reflections from over 30 years of traveling through the Himalayas – a journey discovering the meaning and sources of happiness in unexpected places, and the changes over the decades to the people, land, climate and the culture.

Featured in the film are appearances by the Dalai Lama, Lama Tenzin, Paul Horn, Tenzing Norgay, Sir Edmund Hillary, the Prime Minister of Bhutan, Green Peace China and introduction by Kris Kristofferson.



Vendetti Productions LLC is now a fiscal administrator for this enlightening new documentary film, which held very successful theatrical premiere screenings throughout Hawaii in November 2011.

American Public Television has offered the film to PBS stations around the country. The program needs your support/sponsorship to make it happen. Your sponsorship will help underwrite the film to be aired on PBS.

Recognized by American Public Television as a “veteran filmmaker,” director Tom Vendetti had five of his previous films broadcast by PBS. His last film, “Bhutan: Taking The Middle Path to Happiness,” won two Emmy Awards. “When The Mountain Calls” will be aired by a significant number of PBS stations across the country – 81 stations have said YES, with only 80% of the responses collected.

The potential viewership per airing could exceed 115 million people. The stations typically air the show 6 times over the contract period of 4 years.

The average cost to underwrite a one hour documentary for PBS ranges from \$150,000 - \$250,000. Filmmakers are usually dependent upon underwriters to fund the cost. “When The Mountain Calls: Nepal • Tibet • Bhutan” is no exception.

[www.WhenTheMountainCalls.com](http://www.WhenTheMountainCalls.com)

## SPONSORSHIP OPPORTUNITIES

With award-winning programming and higher ratings than any cable network, Public Television is a key destination for gaining corporate recognition, building brand image, and making an impact on target audiences. By underwriting the film, a Foundation or Corporation is entitled to 30 seconds of advertising each time the program is aired over a four year period on a minimum of 81 stations around the country.

### Guidelines for ON-AIR Sponsor Messages

Underwriter spots express thanks to the sponsor, maintaining PBS's non-commercial tone. Most existing image or branding spots currently applied within a marketing mix are suitable for PBS. Underwriter messages that do not meet FCC standards for public television may require minor changes.

### Underwriting spots:

- Are 15 seconds in length, two spots totaling 30 seconds appear in the show
- May include corporate identification and depiction of sponsor's products or services
- May show corporate logo
- May use a well-established slogan or corporate positioning statement
- May include telephone number or web site address
- May include music or sound effects identifying the company
- Sponsorship messages may not have comparative, or superlative language, and must not be too "commercial" in nature. Calls to action are prohibited, as are pricing, discounts, or inducements to "buy."

There are two advantages that an underwriter has with this film. First, the program is complete so the content is available to review. There will be no surprises. Second, the program has a guaranteed audience with the potential to expand to a much larger PBS audience at no additional cost to the underwriter, as other stations sign on.

### Underwriter/Sponsor Options:

**Level 1: \$ 7,000** – Sponsor advertising message on the DVD program release and download version, **PLUS** sponsor's logo and information on the DVD cover and film's website.

**Level 2: \$ 15,000** – 2 x fifteen-second underwriter spots during the PBS airing of the program over four years on a minimum of 81 stations around the country.

**Level 3: \$ 20,000** – 2 x fifteen-second underwriter spots during the PBS airing of the program over four years on a minimum of 81 stations, **PLUS** sponsor advertising message on the DVD program release and download version, **PLUS** sponsor's logo and information on the DVD cover and film's website, **PLUS** an insert inside the DVD case featuring the sponsor's advertising message.

*Want something special or different – just ASK!*

## About PBS

Public Television, known for its standard of excellence, is a perfect fit for “When The Mountain Calls: Nepal • Tibet • Bhutan.” A recent PBS Image Study noted that the majority of PBS viewers...

- Said that PBS sets the standard of quality for television.
- Believe that companies that fund PBS have a commitment to quality and excellence.
- Agree that underwriters are usually industry leaders.
- Choose to buy a product from a company that supports PBS, all other things being equal.

## PBS is a Dominant Broadcast Vehicle

53 million households—accounting for 121.9 million people—watch PBS each month. That’s 39% of the U.S. population and 16% more households than view the largest cable network.

	# of viewing households (millions)	Index (Cable Net vs. PBS)
<b>PBS *</b>	<b>53.1</b>	<b>100</b>
TBS	44.7	84
Discovery Channel	33.6	63
CNN	23.7	45
Nickelodeon	32.3	61
TNT	39.7	75
USA	37.4	70
A&E	32.8	62
Lifetime	33.2	63
HGTV	15.9	30

**At 94%, PBS coverage of the U.S. is 22% greater than the closest cable network.**

	% U.S. Coverage
<b>PBS *</b>	<b>94%</b>
TBS	81
Discovery Channel	81
CNN	80
Nickelodeon	80
TNT	80
USA	80
A&E	79
Lifetime	79
HGTV	69

**PBS Stations to air “When The Mountain Calls: Nepal • Tibet • Bhutan,” as of 12-22-2011**

ALAS - Fairbanks AK	ARKA - Conway AR
HAWA - Honolulu HI	IDAH - Boise ID
KAET - Phoenix AZ	KAKM - Anchorage AK
KAWE - Bemidji MN	KBDI - Denver CO
KCET - Los Angeles CA	KCOS - El Paso TX
KCPT - Kansas City MO	KCSM - San Mateo CA
KEDT - Corpus Christi TX	KEET - Eureka CA
KENT - Lexington KY	KETC - St. Louis MO
KLCS - Los Angeles CA	KLRN - San Antonio TX
KLRU - Austin TX	KNME - Albuquerque NM
KOCE - Santa Ana CA	KQED - San Francisco CA
KQEH - San Jose CA	KRCB - Rohnert Park CA
KRSC - Claremore OK	KSPS - Spokane WA
KTCA - St. Paul MN	KTWU - Topeka KS
KTXT - Lubbock TX	KUED - Salt Lake City UT
KUHT - Houston TX	KVCR - San Bernardino CA
KVIE - Sacramento CA	KWSU - Pullman WA
LOUI - Baton Rouge LA	MAIN - Bangor ME
MARY - Owings Mills MD	MISS - Jackson MS
MONT - Bozeman MT	NCAR - Research Triangle Park NC
NDAK - Fargo ND	OREG - Portland OR
SDAK - Vermillion SD	VERM - Colchester VT
WBGU - Bowling Green OH	WBRA - Roanoke VA
WCNY - Syracuse NY	WCVE - Richmond VA
WDSC - Daytona Beach FL	WDSE - Duluth MN
WEIU - Charleston IL	WETP - Knoxville TN
WFWA - Fort Wayne IN	WGTE - Toledo OH
WGVU - Grand Rapids MI	WHRO - Norfolk VA
WHUT - Washington DC	WILL - Urbana IL
WIPB - Muncie IN	WKAR - East Lansing MI
WKYU - Bowling Green KY	WLAE - Metairie LA
WLRN - Miami FL	WMEC - Chatham IL
WMVS - Milwaukee WI	WNED - Buffalo NY
WNMU - Marquette MI	WNPT - Nashville TN
WOUB - Athens OH	WPBS - Watertown NY
WPTO - Dayton OH	WSBE - Providence RI
WTIU - Bloomington IN	WTJX - St. Thomas VI
WTTW - Chicago IL	WTVS - Wixom MI
WUSF - Tampa FL	WVPT - Harrisonburg VA
WXEL - West Palm Beach FL	WXXI - Rochester NY
WYBE - Philadelphia PA	

## **What is Underwriting?**

Underwriting, often called sponsorship, is the financial support of a program or series that enables it to be produced and broadcast on public television stations nationwide. Underwriting support comes from corporations and the business community, as well as non-profit foundations and government agencies and NGOs. In short, anyone with a message, a service or a product, and the desire to reach a national audience in a cost-effective and memorable way, should consider underwriting on PBS. Underwriters receive 15-second enhanced underwriting credits at the beginning and end of each program. These credits are built into the program and must be aired each time it is broadcast. These underwriting credits are also called promotional spots or sponsor messages, and are in many respects similar to advertising spots on commercial television.

## **Why Do Organizations Underwrite Public Television Programs?**

### **Greater Impact in the Uncluttered Environment of PBS**

In the cluttered world of commercial television, where program content averages only about 40 minutes per hour, advertisers must compete with as many as 80 15-second promotional spots per hour (or 40 30-second spots). In the world of public television, as few as eight and no more than 16 15-second promotional spots air per hour (four at the start of a half-hour or one-hour program and four at the end). This is the uncluttered environment for which non-commercial public television (PBS) is famous, and it gives sponsor messages far greater impact than is normally the case on commercial broadcast or cable television.

### **Reaching the Influencers**

PBS underwriters know that while the number of viewers is important, the quality of those viewers is even more important. PBS viewers are affluent, educated, and engaged — they are the influencers, the 10% of the population that influences the other 90%. They are also the baby boomers, the generation with the greatest buying power in our nation's history.

### **The PBS Halo Effect**

Sponsors reap incredible benefits from the halo effect of being associated with public television and its mission to make a meaningful contribution to our nation and to our communities. Nearly 85 percent of consumers believe such higher-purpose, cause-related marketing creates a positive image for sponsors. Nearly 75 percent of public television viewers believe that public television sponsors are committed to quality and excellence. And almost two-thirds of public television viewers are more

likely to purchase the product or service of a public television underwriter. In fact, the continuation of a tradition of quality, noncommercial television in America is made possible in large part because of the corporations who understand its importance and helped to foster that tradition.

### **Association with the Trustworthy PBS Brand Raises Message Credibility**

The trustworthiness of the PBS brand itself enables underwriting messages to be viewed as extremely credible and memorable. Strict prohibitions against “hard sell” spots and infomercials on PBS helps to create a dignified environment overall. This approach to on-air support is appreciated and respected by loyal public television viewers.

### **Guidelines for PBS Sponsor Credits**

Underwriting credits, or spots, are intended as a way of thanking and identifying the sponsors of public television programming. In general, credits on public television are designed to maintain a noncommercial look and feel, in keeping with the noncommercial nature of public broadcasting in America. Many existing image or business brand advertising spots are ideally suited for public television’s unique low-clutter, highly credible environment. Advertising spots that do not initially meet FCC standards for public television can often become acceptable with minor changes.

Typically, underwriting spots are 15 seconds in length, and there are no more than four 15-second spots in each underwriting “pod,” at the beginning and end of a program. Underwriters have repeatedly asked to use 30-second spots in recent years, and PBS has created exceptions to the 15-second rule for those situations in which a major underwriter has contributed over \$500,000 to a project. Major underwriters at this level or above are now permitted 30-second spots. Keep in mind that PBS allows more flexibility in on-air creative messaging than ever before.

### **Sponsor messages may:**

- Identify and depict sponsor’s products or services
- Show a logo
- Use a well-established slogan or corporate positioning statement
- Show a telephone number or website address
- Use music or sound effects identifying the company, people, and other voice-overs (rights to music must be cleared)
- Make an association between sponsor and program

### **Sponsor messages may not:**

- Use comparative or superlative language
- Offer price, discount or financing information (including “free”)
- Use calls to action which direct the viewer to call, visit, try, or compare
- Use inducement to buy statements that direct the viewer to purchase the product (e.g. free trial period, 2 for 1, etc.)
- Include endorsements

### **The PBS Audience**

PBS is available to virtually every household in the country, but more importantly, a greater number of households and adults 35-64 watch PBS than similar cable channels. Compared with the general public, PBS’s Adult 25-54 viewers are:

- 56% more likely to be a member of local government
- 55% more likely to be a member of a business club
- 36% more likely to own \$150,000 or more in stocks

*(Source: MRI, Fall 2006 Doublebase)*

### ***Viewers Prefer PBS Sponsors***

In a 2006 Harris Interactive poll, viewers indicated that they hold PBS sponsors in high esteem:

- More than two-thirds of viewers believe that companies that sponsor PBS have a commitment to quality and excellence.
- PBS viewers are more likely to recall a sponsor’s on-air message and, overall, there is a 15% increase in perceived sponsor quality (quality lift) among those who correctly recalled sponsors vs. those who didn’t.
- Two-thirds of viewers would choose to purchase from a company that sponsors PBS, all other things being equal.

*(Source: PBS Sponsorship – Awareness and Impact on Quality Perceptions, Harris Interactive, August, 2006)*

### ***The Value of Public Television***

For the fourth consecutive year, a Roper Public Affairs & Media poll shows Americans consider PBS the nation’s most trusted institution among nationally known organizations:

- PBS remains #1 in public trust, with 49% trusting PBS a great deal. Second in trust are “courts of law,” which are trusted a great deal by 27%.
- Americans are more satisfied with programs on PBS compared to cable and commercial broadcast. Just under 40 percent are “very satisfied” with PBS programs, compared with Cable (25%) and commercial broadcasting (20%).
- A majority of Americans think it’s very important to have public television (59%). Only two out of five Americans think the same about commercial broadcast television (41%) while even less think it’s very important that we have cable television (38%).

- PBS remains the network with the most trusted news and public affairs programming, with 41% trusting its programs a great deal. CNN and Fox News trailed as second and third with 28% and 25%, respectively.
- Forty-three percent of Americans rated the news coverage, investigations and discussions of major issues on PBS programs as mostly fair. NBC came in second at 37%.

### **PBS Audience Demographics**

- 63% of total adult viewers are between 18-54 years of age
- 37% of total adult viewers are 55+
- 58% of viewers are married
- 51% of audience is male; 49% is female
- 11% of viewers are of Spanish/Hispanic origin
- 12% of viewers are African-American
- 63% of audience use the Internet
- 37% of total adult viewers have one or more college degrees
- 15% of total adult viewers hold graduate degrees
- 68% of audience votes regularly

### **Financial Characteristics**

- 36% have a household income of \$75,000+
- 29% have a household income of \$125,000+
- 8% have a household income of \$200,000+
- 75% of viewing households have an ATM card
- 49% have an IRA/Keogh account
- 73% are homeowners
- 31% have auto loans
- 28% have liquid assets in excess of \$100,000

*Sources: 2009 GfK Roper Public Affairs & Media survey comparing public service institutions; and Nielsen Media Research.*