

*I love PBS. I grew up watching **Sesame Street** and **Mister Rogers** and now my own children enjoy the same shows. Radio Flyer is a wonderful kids brand and so is PBS. The quality of PBS programming is outstanding and we are proud to support it.*

ROBERT PASIN, CEO, RADIO FLYER INC.

## Public television auctions and sweepstakes provide the opportunity to target loyal local station viewers with effective messages

### AUCTIONS:

- are live on-air events promoting services and/or merchandise donated to PBS and member stations across the country
- provide the opportunity to introduce new products or services, or distribute surplus inventory
- offer excellent branding opportunities for donated merchandise
- are heavily publicized through on-air, web and print promotion prior to and during the event
- benefit from the enthusiastic efforts of over 250,000 volunteers nationwide

### SWEEPSTAKES:

- are direct mail, print, web and on-air promotions directed at upscale, well-educated PBS viewers
- entice viewers to become members of their local public television stations by offering a variety of donated prizes, ranging from cars, trips, house wares and electronics

**The only costs to your company are the donated products or vacation packages, shipping, and any visuals necessary to showcase your donation to PBS. The process is easy!**

Be more **connected**

*Beaches Resorts are always excited to be a part of PBS' annual auctions. As a proud sponsor of **Sesame Street**, Beaches Resorts is extremely pleased to continue our commitment to families and once again help support the wonderful work of Public Broadcasting.*

**VANESSA LANE, PUBLIC RELATIONS COORDINATOR,  
SANDALS & BEACHES RESORTS**

## Promotion examples:

### AUCTION

A company donates an item valued at \$100-499 to PBS. PBS will then evaluate that item for use in an on-air auction. Research has shown that the most cost-effective and successful marketing activity for auctioning items in this value range is on-air coverage in segments of approximately 30 seconds. These segments also typically include the donor company name and information, and provide exposure to an audience who is watching with an intent to purchase.

### SWEEPSTAKES

In the Washington, D.C. viewing area for example, if a company donates a prize package valued at \$5,000 to WETA, the station will evaluate the item for use in a sweepstakes drawing. For items in this value range that WETA decides to include in a sweepstakes campaign, research has shown that the most cost-effective and successful marketing activities for sweepstakes success include radio and on-air promotion within the station's regular program schedule over a period of roughly five weeks, with a minimum of 100 spots. Additionally, as part of the sweepstakes promotion, WETA distributes print mailings to more than one million viewers over the course of six months preceding the drawing.

To see samples of successful donor spots, visit [www.pbs.org/auctionspots](http://www.pbs.org/auctionspots)



**The PBS brand is a mark of dependable quality in a confusing and constantly changing media marketplace. This stature allows PBS sponsors to leverage and align themselves with the recognition and respect America feels toward PBS.**

American consumers and employees solidly and consistently support cause related activities and that companies see benefits to their brand and organization's reputation, image, and bottom line:

**89%** of Americans agreed that it is more important than ever for companies to be socially responsible

**81%** of Americans are likely to switch brands to support a cause when price and quality are equal

**77%** of Americans report that a company's commitment to causes influences their decisions to buy

*Source: Cone Corporate Citizenship Study, 2002*

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Studies show that association with the PBS brand can both enhance and increase your bottom line. According to a 2002 Image Tracking Study:

**59%** of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal

**68%** of PBS viewers feel that companies that fund PBS have a commitment to quality and excellence

**61%** of PBS viewers agree that PBS sponsors are usually industry leaders

*Source: Total Research Corporation, 2002 PBS Image Tracking Study*

## How are donated auction and sweepstakes items showcased for PBS viewers?

PBS member stations determine the amount and type of promotion by the value of the items included in either an auction or sweepstakes event. Although promotion levels for donated items differ depending on the specifics of each viewing area, these broad based guidelines illustrate the typical promotional activities associated with each value tier. Actual promotion may vary from station to station.

### DONATED ITEM VALUES:

#### \$100 - \$499

- One or two :30 second live product presentations including live voice over
- One or two :15 second recaps, including a brief product description and update on current bidding activity
- Possible print promotion of donated item and donor acknowledgement\*

#### \$500 - \$1,499

- Multiple :30 second presentations throughout one evening of auction
- Multiple :15 second on-air recaps
- Print promotion of donated item and donor acknowledgement\*

#### \$1,500 - \$3,499

- A pre-produced :30 to :45 second spot which can include pre-existing footage and product demonstration. This station produced spot will highlight product specifics, include donor acknowledgement, and typically includes a pre-recorded voice over. The spot airs multiple times over the course of one or more evenings.
- Print and website advertising of the donated item, including product description and acknowledgement of donors\*

#### \$3,500 +

- Pre-auction promotional spots: approximately three station produced spots will inform PBS viewers of the donated items available for bidding during the station's upcoming event. These pre-auction spots typically air in the regular programming schedule.
- A pre-produced :30 to :45 second spot which may include pre-existing footage. This station produced spot will highlight product specifics, include donor acknowledgement, and typically includes a pre-recorded voice over. This pre-produced spot airs multiple times – in prime time – each night for several nights of a station's event.
- Inclusion of donated item and donor acknowledgement in all print and web promotion, which may include station program guides, auction preview publications, possible newspaper advertising, email blasts and newsletters\*

\*Optimum print promotion deadline is January 31

*American Airlines is pleased to partner with PBS in sponsoring **The Friendship Tour**. This campaign has enabled us to promote our service to the UK, reaching a broad audience across the United States. We look forward to continued mutual success with this event.*

**STEVEN BENAVAL,**  
**DIVISION MANAGER, INTERNATIONAL SALES**  
**AMERICAN AIRLINES**

## PBS Viewers: Their Travel Habits & Preferences

From airline tickets to cruises, from rental cars to trains, PBS viewers like to travel in style. PBS viewers are much more likely than the average U.S. adult to enjoy an extended vacation, and to spend over \$5,000 on a vacation. Exotic destinations, as well as the wonders that the United States has to offer, attract PBS viewers to luxury vacations abroad or extended domestic vacations.

<b>TRAVEL HABITS &amp; PREFERENCES</b>	<b>PBS VIEWERS</b>	<b>PBS MEMBERS</b>
Taken 3+ domestic trips by plane	6%	140%
Spent \$5000+ on domestic vacations in the past 12 months	42%	143%
Taken 3+ foreign vacations by plane	8%	165%
Spent \$6000+ on foreign vacations in the past 12 months	45%	262%
Purchased all-inclusive foreign vacation package	17%	87%
Own a valid passport	15%	107%
Member of a frequent flyer program(s)	14%	130%
Spent \$2500 on travelers' checks	33%	198%
Visited Alaska	28%	172%
Visited Bermuda	35%	64%
Visited the United Kingdom	47%	166%

*Source: MRI, 2004 Doublebase*



