



SPONSORSHIP CASE STUDY

“Intel Corporation believes in the *Cyberchase* mission to make math come alive for children. We are pleased to have the opportunity to extend this mission by providing technology tools for children and their communities.”

-- Wendy Hawkins, Director of Education, Intel Corporation

Intel, a world leader in cutting edge software technology since 1968, is playing a major role in preparing kids for the demands of tomorrow by sponsoring *Cyberchase*. PBS’s hit children’s series generates enthusiasm for learning mathematics by opening up a magical animated world filled with characters children can relate to, challenges they learn to mediate, and values that take them above and beyond. *Cyberchase* is more than a television series opportunity for Intel – it is a cross-platform, multi-media opportunity that extends the Intel brand and profile through online and new media, local and national press & publicity, sustained and diverse community outreach, and licensed products.

Opportunity. Vision. Results.

As national corporate sponsor, Intel sponsorship of *Cyberchase* meets or exceeds expectations in the following ways:

- Uniquely positions Intel as lead supporter of television’s only math and problem-solving children’s series.
- Provides Intel with public television’s multi-media platform – TV, Web, national and local publicity/promotion, advertising and significant outreach.
- Provides Intel with daily, year-round, national on-air visibility.
- Provides opportunities to leverage its sponsorship through Intel’s own advertising, educational & community outreach, promotional events, international visibility, and premiums.
- Associates Intel’s message with PBS, a media institution viewers trust and respect.

Source: Image Tracking Study, 2004



Intel on Air



- 520 on-air spots per year: Two 15-second **Intel Innovation in Education** credits per program, one at the open and one at the close of each of the 260 broadcasts per year, plus weekend repeats in many markets.
- Daily, year-round, national visibility.
- Airs on 340 PBS stations nationwide, reaching 95% of all US television households.



Intel On-Air Credit

Intel Gathers a Hit with Cyberchase

- *Cyberchase* ranks top tier in the PBS KIDS line-up.
- *Cyberchase* is the #1 PBS KIDS afternoon show in top markets.
- *Cyberchase* reaches 5 million cume viewers per week, including 3.5 million kids 2-11.
- *Cyberchase* viewers are 1/3 African-American (18%) and Hispanic (17%).
- *Cyberchase* viewers skew evenly between boys and girls.

Source: 2004 Nielsen

Intel's Impact Online – (www.pbs.org/cyberchase)

Intel's prominent logo on the *Cyberchase* home page links to Intel's **Innovation in Education** Web site.

Since the Intel/*Cyberchase* hyperlink was created in March 2004, the award-winning *Cyberchase* Web site has received 100 million page views and 6 million visits. (Source: PBS Internal Research)



The *Cyberchase* Web site resides on PBS.org, one of the “most-trafficked dot-orgs in the world,” with more than 380 million page views and 30 million unique visitors per month. It has the highest click-through rate ever for any PBS program on AOL “Kids Only News & Sports” page, and is the winner of Yahoo’s 2002 “One of 5 Coolest Sites” Award.

Source:2004 PBS.org



Intel Innovation in Education sponsorship credit is branded on all *Cyberchase* education and community outreach materials distributed throughout the year:

Intel's Impact through Cyberchase Outreach



Cyberchase Magazine

- 100,000 *Cyberchase* Kids Magazines (English/Spanish).
- 15,000 Teacher’s Guides to schools around the country.
- 20,000 At Home Parent Activity Kits – English & Spanish.
- *Weekly Reader* column to 800,000 students and 35,000 teachers 8x/year.



- 20,000 Posters to PBS stations, partner organizations and schools.



Intel Outreach Partners

Intel Innovation in Education-branded educational materials are distributed to national and local outreach partners:

- Community-based organizations & after-school programs (Girls Inc., Boys & Girls Clubs).
- PBS Stations (Ready to Learn, National Teacher Training Institute).
- Education conferences (National Conference on Science and Math/National Conference of Teachers of Mathematics).
- Museums (Philadelphia Academy of Natural Sciences).
- Libraries (American Library Association).

Intel at *Cyberchase* promotional events through August 2004 included:

- New York City's Children's Day at South Street Seaport.
- Education Conferences.
- Community and After-School Programs, such as *Cyberchase* training at Girls Inc. serving over 1,500 girls.
- Museum Event: Interactive *Cyberchase* event at Philadelphia's Academy of Natural Sciences.

Intel Press & Publicity

- *Cyberchase* press materials spotlight Intel's sponsorship and the Intel Innovation in Education mission.
- Intel's logo is printed on *Cyberchase* letterhead.
- *Cyberchase* receives prominent visibility in Thirteen/WNET New York's monthly program guide, distributed to 325,000 members in tri-state area (New York, New Jersey, Connecticut).
- Intel's sponsorship is referenced in the program guide article.



Cyberchase Press Release





Intel Associated with an Award-Winner

- **2004 Telly Award**
Winner – “TV or Cable Program: Children.”
- **2004 Chicago International Television Awards**
Certificate of Merit – “Children’s Series.”
- **2004 New York Festivals**
Finalist Certificate – “Educational/Instructional Elementary.”
- **2003 CINE Golden Eagle Awards**
Golden Eagle Winner.
- **2003 Clarion Awards**
Winner – “Television: Children’s Educational Programming,
Target Audience 10 and Under.”
- **2003 Parent’s Choice Awards**
Silver Honor Award.



Sponsorship Strengths

Intel’s partnership with Thirteen/WNET and PBS on *Cyberchase* is an outstanding example of how one of America’s top corporations succeeded in:

- Leveraging a brand across multiple platforms.
- Reaching millions of children and families through a sustained and exciting medium available to 99% of all TV households.
- Taking a leadership role in the innovative utilization of new media and traditional media to educate, inspire, and advance the goals of individuals, families, and communities nationwide.