



Celebrating Independence,  
Innovation, Inspiration

CORPORATE SPONSORSHIP OPPORTUNITIES



GBH is celebrating 75 years of independent journalism and universal access to trusted programs and educational content. We're proud of what we've accomplished so far: the invention of closed captioning, introducing Julia Child to home cooks, and the first radio broadcast of the Boston Symphony Orchestra to name a few.

Now, we look forward to the future and GBH's continued role as a public media leader committed to positively impacting our local community and the nation.

Join the celebration and be part of our future by becoming a GBH75 sponsor.

## Opportunities include

- GBH's 75th Anniversary Gala
- Sponsored Content
- GBH Media

# GBH's 75th Anniversary Gala

Our 75th anniversary opens with a gala offering live music, fine food and drinks, engaging displays, and meaningful opportunities to meet GBH talent and leadership.

## The night will feature:

- **Tunnel of Time** invites guests to relive key moments in GBH's history
- **Live Auction** led by Nico Lowry of *Antique's Roadshow*
- **Themed culinary experiences** that feature food & drinks based on key PBS programs produced by GBH (NOVA, MASTERPIECE, FRONTLINE)
- **Live musical performances** by the Boston Symphony Orchestra and more

Friday, October 23, 2026  
Roadrunner, 89 Guest St,  
Boston, MA



The GBH75 Gala will welcome nearly 400 influential leaders, philanthropic partners, and steadfast public media defenders.

## Sponsorship Opportunities

Each gala sponsorship package tier includes

- **Branding & visibility** in promotional materials and/or at the event
- **Gala experience** via tickets, tables, participation in the auction, and/or a sponsor-branded experience
- **Additional media** across GBH platforms, including co-branding opportunities (GBH75 and sponsor)

# Ask our team about additional GBH75 branding and activation opportunities

Benefit Category		Presenting Sponsor	Gold Sponsor	Silver Sponsor	Community Sponsor
		\$100,000	\$75,000	\$50,000	\$25,000
<b>Branding &amp; Visibility</b>	Title Recognition	✓			
	Logo on gala promo materials, pre, during and post event via signage, digital screens, gala website, newsletters	✓ Premium position	✓	✓	✓
	Verbal recognition at event	✓	✓	✓	
	Inclusion in "thank you" reel at event	✓			
	Placement in Gala program guide	✓	✓		
<b>Gala Experience</b>	Table, seats, tickets	1 premium table (10 seats) & priority placement. Table will have a theme inspired by GBH/PBS.	1 premium table (10 seats)	1 premium table (10 seats)	4 tickets
	Additional Sponsorship Opps at the event	Bar sponsorship	Branded high-impact experience (bar, lounge, dessert station, music moment, route guide, etc.)	Branded activation (photo booth, story booth, signature cocktail, etc.)	
	Gift tote or takeaway item	✓	✓		
<b>GBH75 Media Assets</b>	Custom Media Plan across GBH Platforms	✓	✓	✓	✓
	Co-branded ads/spots aligned with chosen mission theme or GBH75	✓	✓	✓	
	Inclusion on GBH75 Landing Page	✓	✓	✓	✓
<b>Auction &amp; Engagement</b>	Contribute mutually agreed-upon item/experience to silent auction	✓	✓	✓	✓

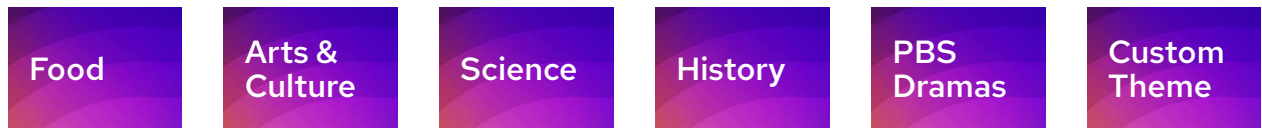
# Sponsored Content

GBH has 75 years of experience telling authentic, impactful stories that inform, inspire, and help us understand our world. Sponsors can now leverage that expertise to create engaging content that raises brand awareness and highlights your mission.

The GBH Digital Content Team will collaborate with sponsors to produce branded custom content that will be hosted and promoted across GBH platforms.

## Sponsorship Opportunities

- Co-branded spots aligned with a GBH content pillar:



- Custom article page on GBH.org
- Promotion of custom article page across GBH channels

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## Sponsors benefit from the public media halo effect

# 84%

of GBH 89.7 listeners **feel more positive about companies that sponsor GBH 89.7**

# 78%

agree that **companies that support GBH 89.7 are good corporate citizens**

Source: LCS, GBH 89.7 Listener Survey, Fielded: April 2025



# GBH Media

As a GBH75 sponsor, your company will be recognized as a supporter of GBH across all our platforms.

- Radio, TV, digital, and events all under one roof
- Less on-air promo time means your message will stand out and be remembered\*
- GBH viewers & listeners are highly desirable\*\*:
  - Greater spending power
  - Prioritize reputation and quality over price
  - Prefer to do business with GBH sponsors
  - Eager to support local businesses

\*Compared to commercial broadcast | \*\*Compared to the market average

## Seize the GBH advantage

**87%** of GBH listeners agree that sponsor messages on GBH are different/better than ads on commercial radio

**80%** would prefer to buy a product/service from a company that sponsors GBH

Platform		Elements
Radio	<ul style="list-style-type: none"> <li>• GBH 89.7</li> <li>• CRB Classical 99.5</li> <li>• CAI</li> </ul>	:15 or :30 spots on-air and livestream
TV	<ul style="list-style-type: none"> <li>• GBH 2</li> <li>• GBH 44</li> <li>• WORLD</li> <li>• CREATE</li> </ul> <i>Available on YouTubeTV and Hulu + Live TV</i>	:15 spots
On-Demand	<ul style="list-style-type: none"> <li>• PBS App</li> <li>• Livestream on GBH.org</li> </ul>	:15 non-skippable pre-roll
Podcasts	Produced by GBH, PRX and NEPM <i>Can be geo-targeted to Boston DMA</i>	:15 pre-roll
Events	Produced by GBH Events at GBH Studios or Boston Public Library	Alignment with event via pre-event promotion, logo visibility, and verbal mention at event
Digital	<ul style="list-style-type: none"> <li>• <a href="http://GBH.org">GBH.org</a></li> <li>• Newsletters</li> </ul>	Display ads



## GBH Local Corporate Sponsorship

Connecting New England businesses with public media fans

[gbh.org/sponsorship](http://gbh.org/sponsorship)

Contact us:



(617) 300-3730