



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 Nicho Lowry of *Antique's Roadshow*
- **Themed culinary experiences** that feature food & drinks based on key PBS programs produced by GBH (NOVA, MASTERPIECE, FRONTLINE)

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
Branding & Visibility	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	✓	✓		
Gala Experience	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	✓	✓		
GBH75 Media Assets	Custom Media Plan across GBH Platforms	✓	✓	✓	✓
	Co-branded ads/spots aligned with chosen mission theme or GBH75	✓	✓	✓	
	Inclusion on GBH75 Landing Page	✓	✓	✓	✓
Auction & Engagement	Contribute mutually agreed-upon item/experience to silent auction	✓	✓	✓	✓

Sponsor Visibility at the Gala

EXCLUSIVE OPPORTUNITIES

Impact Award Presenting Sponsor

Participate in the inaugural presentation of the Impact Award to Marty Baron.

GBH75 Gala Celebration Tote

Logo inclusion on a branded tote.

Premium Visibility on the Gala Passport

Logo inclusion on this dual-purpose print program/way finding keepsake.

ARTHUR Auction Paddle

Logo inclusion on live auction paddles. (400+)

Feature Your Swag in the Bag

Include brand samples/coupons in the GBH75 tote.

MAIN STAGE VISIBILITY

Stage Mentions and Remarks

Emcee acknowledgments and possible speaking opportunities during main stage presentation.

Main Stage Slideshow

Logo inclusion on large screen during brand activation moments. (e.g. cocktail reception, program, dessert and dancing, etc.)

Donate a Signature Auction Item

Donate an exclusive auction item for GBH to include in the silent auction or during the live auction.

HIGH-TRAFFIC PLACEMENTS

Step & Repeat Signage

Your brand provides the background for pictures when guests arrive.

***Reserved for Presenting Sponsor**

Bar Sponsorship

Logo placement on cocktail napkins, named-cocktails, vinyl wrap/theme; a mention from the stage, and more.

Photo Booth

Branded photo opportunity with instant prints.

Venue Stairwells

Logo placement on stairwells throughout the venue.

ON-SITE TOUCHPOINTS

Marquee Branding

Logo on building signage above front entrance.

***Reserved for Presenting Sponsor**

Valet

Logo inclusion on an A-frame in valet area.

On-Site Event Signage

Logo on event signage directing guests to Gala locations and activities. (e.g., lollipop sign)

Signature Cocktail

Themed cocktail compliments of the sponsor (e.g. *The Downton Abbey*)

Dinner Menu/Tabletop Branding

Logo inclusion on dinner menu at each table (40+)

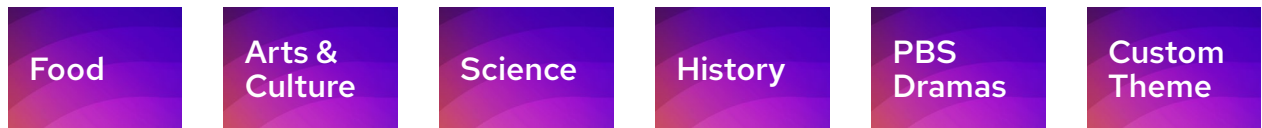
Sponsored Content

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

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	• GBH 89.7 • CRB Classical 99.5 • CAI	:15 or :30 spots on-air and livestream
TV	• GBH 2 • GBH 44 • WORLD • CREATE <i>Available on YouTubeTV and Hulu + Live TV</i>	:15 spots
On-Demand	• PBS App • Livestream on GBH.org	: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	• GBH.org • Newsletters	Display ads

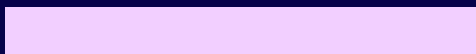


GBH Local Corporate Sponsorship

Connecting New England businesses with public media fans

gbh.org/sponsorship

Contact us:



(617) 300-3730