



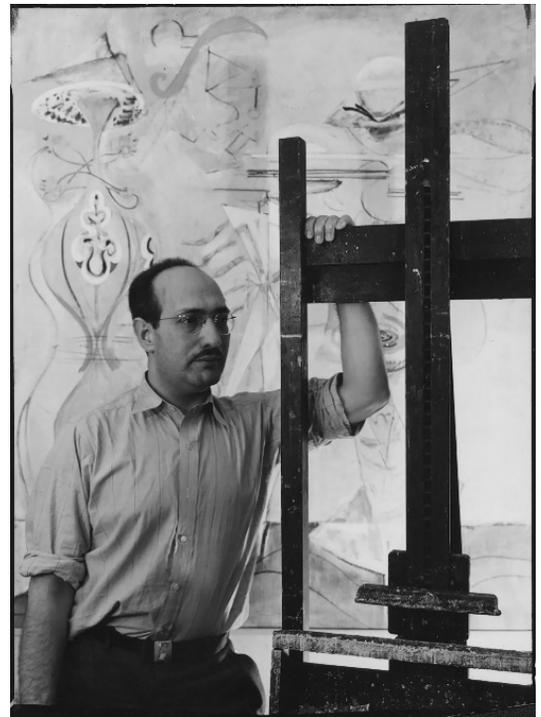
AMERICAN MASTERS
SPONSORSHIP OPPORTUNITIES



About American Masters

Fridays, 9/8c

AMERICAN MASTERS, the award-winning biography series, celebrates our arts and culture. Launched in 1986, the series has set the standard for documentary film profiles, accruing widespread critical acclaim. AMERICAN MASTERS has produced an exceptional library, bringing unique originality and perspective to illuminate the creative journeys of our most enduring writers, musicians, visual and performing artists, dramatists, filmmakers and those who have left an indelible impression on our cultural landscape. Balancing a broad and diverse cast of characters and artistic approaches, while preserving historical authenticity and intellectual integrity, these portraits reveal the style and substance of each subject. Without art, we would lack an identity, a soul and a voice. AMERICAN MASTERS exists to give life to that voice.



Rothko: *Pictures Must Be Miraculous*

Credit: 2019 Kate Rothko Prizel and Christopher Rothko



Raúl Juliá: *The World's a Stage*

Credit: Rona Elliot

**PBS AFFLUENTS
RANK #1 IN
FOOD & LEISURE**

Dining at fine restaurants,
interest in culture and the
arts, Groceries



Source: 2018 Ipsos Affluent Survey, USA. Adults 18+ with \$125K+ HHI, N=24,687. PBS ranks #1 in these statements vs. CBS, NBC, ABC, FOX, Discovery Channel, TNT, History, FOX News Channel.



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Why Sponsor?

Aligning your brand with WHRO gives you visibility in front of a large and exclusive audience of engaged viewers predisposed to support sponsors who support the arts and culture. And since PBS is the most trusted American institution, our sponsor messages have a unique impact, creating credibility and preference for your brand. Media research shows that viewers believe organizations that support public broadcasting have a commitment to quality and excellence. By sponsoring, you will build brand trust and loyalty and drive a message of quality to this targeted audience.



Ursula K. Le Guin

Credit: The Estate of Ursula K. Le Guin; Portland, OR

Critical Acclaim

Awards include 72 Emmy® nominations and 28 awards — 10 for Outstanding Non-Fiction Series since 1999 and five for Outstanding Non-Fiction Special — 12 Peabody Awards; three Grammy® awards; an Oscar®; two Producers Guild Awards for Outstanding Producer of Non-Fiction Television; and the 2012 IDA Award for Best Continuing Series. Now in its 30th season on PBS, the series is a production of THIRTEEN PRODUCTIONS LLC for WNET and also seen on the WORLD channel. AMERICAN MASTERS enjoys recognition from film events across the country and international festivals from London to Berlin and Toronto to Melbourne. Other honors include The Christopher Awards and the Chicago International Television Awards as Outstanding Documentary Series, and the Banff Grand Prize and the Television Critics Association Award for Outstanding Movies.



N. Scott Momaday: Words from a Bear

Credit: Terrance Clifford

CONTACT: Diane Rogic, Director of Corporate Support
(757)724-4423 | diane.rogic@whro.org | whro.org/cs