NPR

ALL SONGS CONSIDERED TOUR

NPR Music Event Sponsorship

NATIONAL**PUBLIC**MEDIA

"Whether on the air, on the road or online, NPR has become the newest center of gravity for breaking music." – *Billboard*

"NPR Music has become ever more eclectic and innovative, broadening its offerings and its audience."

– *Fast Company*

ALL SONGS CONSIDERED LISTENING TOUR

Music Gatherings in Key Markets

- NPR Music presents intimate listening parties held in local venues that connect fans with Bob Boilen and Robin Hilton, hosts of NPR's popular music podcast, *All Songs Considered*

- Provides sponsors a unique platform to engage with an audience of music tastemakers in key markets

- Panelists share new music with attendees, who rank songs using branded signage

- NPR can work with sponsors to tour in their key markets. Past locations include:

  - **New York**
  - **Chicago**
  - **Portland**
  - **San Francisco**
  - **Seattle**
  - **Boston**
  - **Denver**

ALL SONGS CONSIDERED LISTENING TOUR

Dynamic Sponsorship Opportunities

To highlight a sponsor's support, NPR Music can provide extensions which may include:

- **On-Site Extensions:**
    - Inclusion in Washington's D.C.'s 9:30 Club show advertisements
    - **Online & Mobile** — Dynamic presence through live broadcasts on the NPR Music site and suite of NPR mobile apps

- **Social Media** — Video content featured across NPR Music digital platforms, with the opportunity to highlight series content throughout a sponsor's social media platforms

ALL SONGS CONSIDERED LISTENING PARTIES

The Gibson Guitar Showroom
Washington, DC

The Gibson Guitar Showroom
Washington, DC

Mississippi Studio
Portland, OR

The Bell House
Brooklyn, NY

The Gibson Guitar Showroom
Washington, DC

Mellow Johnny's
Seattle, WA

PROMOTING THE ALL SONGS CONSIDERED TOUR

The *All Songs Considered* tour can be promoted through an NPR press release, posts on the *All Songs Considered* blog on NPR.org, and NPR Music social media channels.

ALL SONGS CONSIDERED FROM NPR MUSIC

Program Sponsorship

- Emmy and Webby award-winning program features roundtable discussions about new music, reviews, live concerts, artist interviews, guest DJ appearances and more

- Popular online source of discovery for new music in all genres, featuring an abundance of engaging multimedia content

- Opportunity for sponsorship across platforms:

    - **Online**—banner placements throughout blog and program pages, and audio-visual sponsorship of audio content in the NPR player

    - **Streaming**—Audio recognition in All Songs 24/7, streaming music channel accessed anywhere streaming audio is available

    - **On the go**—Sponsors receive audio recognition of up to :15 with extended reach through *All Songs Considered* podcasts
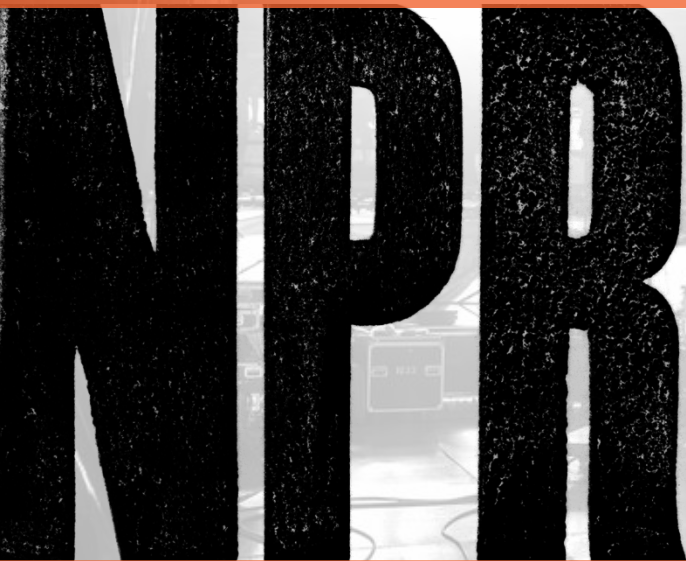
A POWERFUL PARTNER ACROSS PLATFORMS

Sponsorship announcements in NPR Music podcasts, including Emmy-nominated and Webby Award-winning program *All Songs Considered*

All NPR Music blog and story pages provide an optimized experience on desktop, tablet and mobile platforms and support IAB Rising Star units

New NPR Streaming Audio Player will feature a custom, responsive display companion that animates in sync with audio creative

300x250 or 300x600 creative, or Main Stage roadblock, with only one sponsor per page, and pre-roll for video and audio
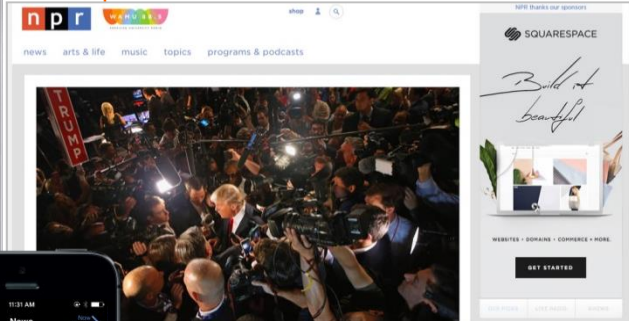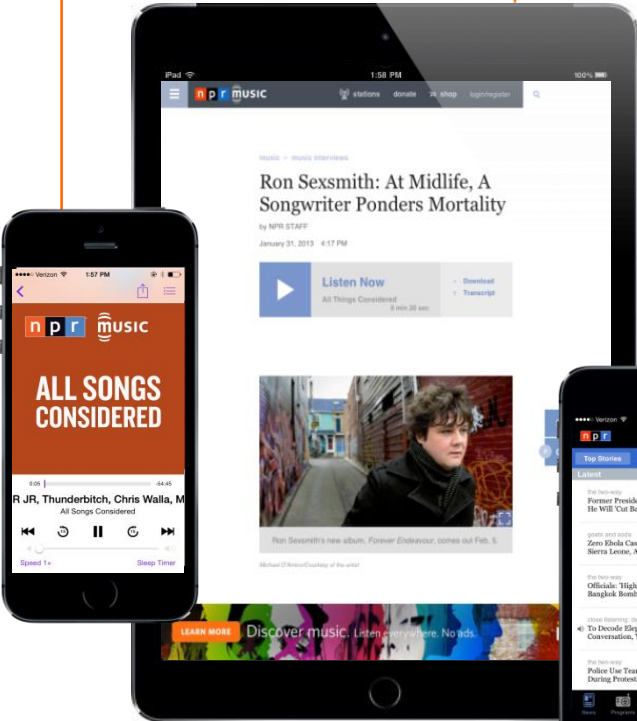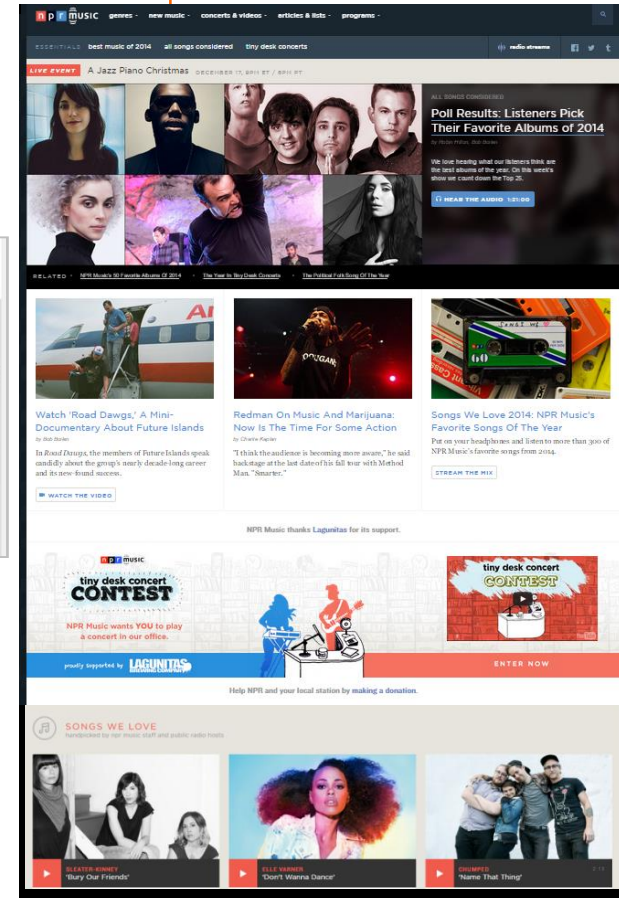
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