



# PBS Arts Fall Festival 2016

With Host Lin-Manuel Miranda

Fridays in Primetime, October 21 – December 23

**“I’m such a huge fan of PBS. For my entire life it’s been our window into a world of the arts that isn’t available anywhere else on TV.”** – Lin-Manuel Miranda, *Hamilton*

The PBS Arts Fall Festival returns in 2016 with Broadway phenomenon *Hamilton* taking center stage. Lin-Manuel Miranda, creator and star of the record-breaking musical, will host this Festival season, which premieres with Great Performances’ *Hamilton’s America*, a behind-the-scenes look at the musical that earned 11 Tony Awards and the Pulitzer Prize.

The Festival continues throughout the fall with a lineup of music, theater, dance and performance including a West End revival of *Gypsy*, a salute to New York with *Lang Lang*, specials featuring Alan Cumming, Bill Murray, Joshua Bell and more. Now in its sixth year, the Festival underscores PBS’ ongoing commitment to giving audiences a front row seat and a backstage pass to the best arts performances found anywhere.

## Broadcast Highlights

- Airs in the Friday primetime lineup, October 21, 2016-December 23, 2016 at 9PM EST\*
- In 2015, the Festival reached more than 9M viewers
- PBS on air programming reaches nearly 100 million monthly viewers

## Digital Highlights

- Aggregate Festival hub at PBS.org features video content on demand
- Promotion across PBS channels and paid media campaign
- PBS reaches 24 million unique monthly users across sites

## Delivering the PBS Audience On Air & Online

- PBS viewers are more likely to attend live theater performances (index 146)
- PBS viewers are more likely to attend art galleries/shows (index 163)
- PBS.org users are more likely to have spent \$500-\$999 on entertainment-related tickets online (index 149)

## Sponsorship Package

- Customize your creative and messaging based on selected markets:
  - ✓ :15 second spots at the open and close of each local broadcast
  - ✓ :30 or :15 pre/mid-roll in the PBS.org video hub
- 300x250 and 728x90 banners across PBS.org content, targeted by genre
- Opportunity to promote sponsorship in sponsor’s social media

**“Hamilton’s America:  
A ticket you can  
afford. Heck, a ticket  
you can get.”**

– *Huffington Post*

\*Full schedule forthcoming

Sources: HH Projection: PBS Research with Nielsen NPower. Figures are estimates June 2016.

PBS.org: Google Analytics, 6-mo average, July-Dec '15; PBS Audience: GfK MRI Doublebase 2015; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.

For more information about PBS Arts Fall Festival sponsorship opportunities, contact Brendan Reilly at [breilly@nationalpublicmedia.com](mailto:breilly@nationalpublicmedia.com)



# PBS Arts Fall Festival 2016

## Full Festival Lineup

Fridays in Primetime, October 21 – December 23

### Hamilton's America

Friday, October 21, 9:00-10:30pm ET

GREAT PERFORMANCES follows the creation of Lin-Manuel Miranda's pop culture Broadway phenomenon *Hamilton* and the history behind it. Interviews with Presidents Barack Obama and George W. Bush, Nas, Questlove, Stephen Sondheim and more.

### Bill Murray: The Mark Twain Prize

Friday, October 28, 9:00-10:30pm ET

Celebrate beloved actor and comedian Bill Murray, the latest recipient of The Kennedy Center Mark Twain Prize for American Humor. From the stage of The John F. Kennedy Center, a star-studded lineup salutes the achievements of the comedic trailblazer.

### Alvin Ailey American Dance Theatre

Friday, November 4, 9:00-11:00pm ET

Join LINCOLN CENTER AT THE MOVIES as Alvin Ailey American Dance Theatre showcases its spectacular range, diversity and artistry in this special presentation, which includes the company's signature work, *Revelations*, along with three other pieces.

### Gypsy

Friday, November 11, 9:00pm-12:00am ET

GREAT PERFORMANCES presents Imelda Staunton as the indomitable Momma Rose in London's hit revival of Jule Styne and Stephen Sondheim's classic musical *Gypsy* about stripper Gypsy Rose Lee's rise to fame. With Peter Davison and Lara Pulver.

### Alan Cumming Sings Sappy Songs

Friday, November 25, 9:00-10:00pm ET

Get out your tissues and experience what The New York Times called "an emotional firestorm" as the award-winning television and Broadway star brings down the house with his acclaimed cabaret show.

### Lang Lang's New York Rhapsody

Friday, November 25, 9:00-10:30pm ET

Watch as internationally acclaimed pianist Lang Lang performs a love letter to New York in this LIVE FROM LINCOLN CENTER special, featuring music from Leonard Bernstein, Aaron Copland, Danny Elfman, Lou Reed, Alicia Keys, Don Henley and more.

### Joshua Bell's Seasons of Cuba

Friday, December 16, 9:00-10:00pm ET

Witness world-famous, Award-winning violinist Joshua Bell lead a LIVE FROM LINCOLN CENTER event with musicians from America and Cuba, building a bridge between cultures and artistry.

### Shakespeare Live! From the Royal Shakespeare Company

Friday, December 23, 9:00-11:00pm ET

On the 400th anniversary of Shakespeare's death, GREAT PERFORMANCES presents the RSC's star-studded gala. With David Tennant, Benedict Cumberbatch, Judi Dench, Joseph Fiennes, John Lithgow, Ian McKellen, Helen Mirren, David Suchet and many more.