



NEWS

MUSIC AND ARTS LIFE

ASK ME ANOTHER

Cross-Platform Sponsorship



ASK ME ANOTHER

- *Ask Me Another* blends brainteasers and local pub trivia night with comedy and music into a rambunctious hour-long broadcast show and podcast, recorded live at The Bell House in Brooklyn, NY and in select cities nationwide
- Host [Ophira Eisenberg](#) invites in-studio guests and listeners alike to play along with puzzles, word games and trivia, combined with witty banter and guitar riffs from house musician Jonathan Coulton
- Featured VIP (Very Important Puzzler) guests on *Ask Me Another* have included George Takei, Leslie Odom Jr., Brooklyn Decker, Tim Gunn, Zazie Beetz, and many more

Ask Me Another Sponsorship Overview

- **On Air:** :15 sponsor credits in weekly broadcast program. Aired nationwide on 270+ NPR Member stations
- **Podcast:** :15 pre-roll and :30 host-read mid-roll credits in *Ask Me Another* podcast deliver custom sponsor messages
- **Digital:** Recognition across *Ask Me Another* presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience
- **Events:** Sponsors can be recognized at live events through site branding and sponsor themed content integration



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EVENT SPONSORSHIP SUMMARY

Sponsor can align with *Ask Me Another* through custom sponsorship activation at live tapings in Brooklyn and select cities nationwide. Upcoming events can be found on [NPRPresents.org](https://www.npr.org/presents).

Custom sponsorship opportunities at *Ask Me Another* events include:

Sponsor Recognition & Site Branding

- Co-branded audience giveaway
- Onsite sponsor display
- Co-branded event signage and collateral
- Onstage host recognition of sponsor
- Recognition in event promotion
- Promotion in sponsor's social channels
- Ticket block for sponsor's guests

Sponsor Themed Content Integration

- Onstage integration of sponsor with sponsor-inspired trivia segment during live program





NPR CROSS-PLATFORM SCALE AND HALO EFFECT

NPR ON AIR

30M

Weekly broadcast listeners

65%

NPR broadcast listeners prefer to buy products or services from NPR sponsors

NPR PODCASTS

11.3M

Unique monthly podcast users

76%

NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR

NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

NPR.org users have taken action in response to a sponsorship message on NPR.org

APPENDIX

Event Sponsorship Case Study

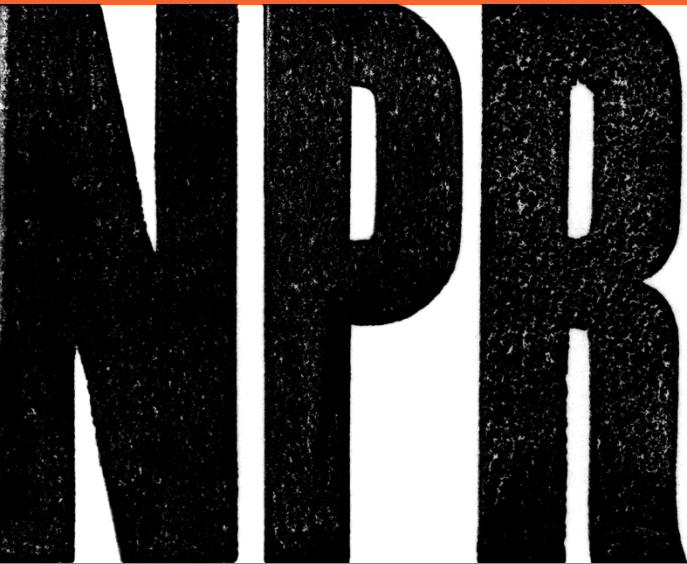




EVENT SPONSORSHIP CASE STUDY

- Tito's Handmade Vodka was a featured sponsor in several NPR's *Ask Me Another* live taping at The Bell House in Brooklyn, NY
- Tito's receive onsite recognition through a promoted cocktail, branded bar materials, co-branded signage and giveaway, spirits-themed audience quiz and spirits-themed trivia segment, with on stage recognition of Tito's





CONTACT

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