



GENERATION LISTEN

Live Events Reaching Younger Audiences



NPR PRESENTS: GENERATION LISTEN

- **Generation Listen can partner with a sponsor in live events in a sponsor's target market, reaching an engaged audience of 18-34 year-olds**
- **Past events brought together young public radio listeners to share their favorite NPR stories, facilitating an interactive conversation with attendees around the power of community and storytelling**





EVENT SPONSORSHIP SUMMARY

Sponsorship Opportunities

- In partnership with Generation Listen, sponsor can host a “Listening Party” in its target market in collaboration with NPR Generation Listen
- Potential formats include interactive Q&A with audience to share their experiences around community, and storytelling to align with sponsor’s brand themes
- Event activation elements can include:
 - Onsite display & product samples
 - VIP reception hosted by sponsor and programmed in collaboration with Generation Listen
 - VIP ticket block for sponsor entertainment
 - Co-branded event signage and collateral
 - Co-branded audience giveaway
 - Sponsor recognition in event promotion





GENERATION LISTEN ON THE ROAD





OVERHEAD ON SOCIAL MEDIA

“Great way for young listeners to really connect and get **passionate about radio.”**

**“I’m a first-time donor to @wvpe because of this campaign.
Young **#NPR** listeners unite!”**

“NPRGenListen** is a cause I can get behind. So glad
engaging young listeners is finally a public radio priority!”**

“This is the greatest thing ever **@NPRGenListen.”**

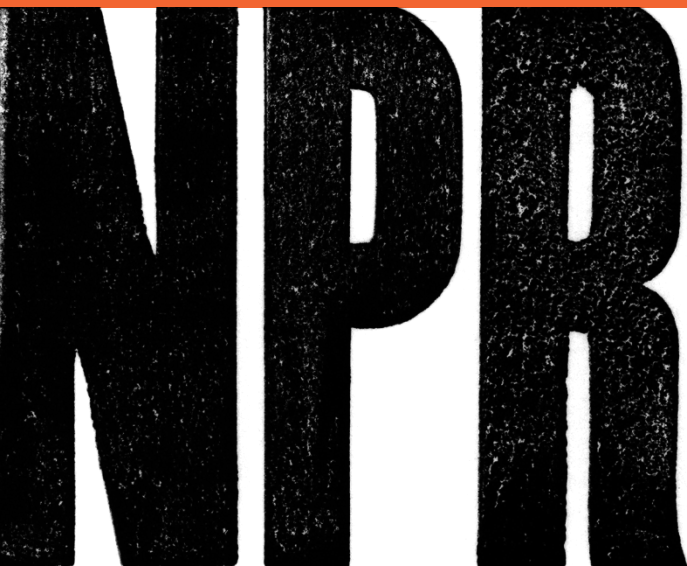


PRAISE FROM THE PRESS

“this NPR listening party put a 21st-century twist on the golden age of radio.” - Current

“NPR’s listening parties are intimate gatherings where the audience listens to thought-provoking stories, discusses ideas surfaced through these stories, and meets like-minded people interested in addressing issues...” - Yahoo! Finance

“...events for young listeners to meet one another, [reinforces] the notion that NPR fandom is a community of sorts.” - New York Times



CONTACT

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