

The NPR logo consists of three lowercase letters: 'n' in a red square, 'p' in a black square, and 'r' in a blue square.

n p r

The word 'NEWS' is written in large, white, bold, sans-serif capital letters. It is positioned over a background that includes a man's profile and a vintage microphone.

NEWS

The words 'MUSIC AND ARTS LIFE' are written in a stylized, vertical font. 'MUSIC' is in orange, 'AND' is in white, and 'ARTS LIFE' is in white. The text is set against a background of a bird in flight and the US Capitol building.

MUSIC AND ARTS LIFE

WAIT WAIT... DON'T TELL ME!

The NPR News Quiz



WAIT WAIT... DON'T TELL ME!

- NPR's oddly informative – and highly entertaining – news quiz offers a whip-smart approach to the week's news and newsmakers
- Hosted by humorist and award-winning playwright [Peter Sagal](#)
- *Wait Wait... Don't Tell Me!* is recorded live at The Chase Auditorium in Chicago, IL and in select cities nationwide
- Featured guests on *Wait Wait... Don't Tell Me!* have included Tom Hanks, Run the Jewels, June Squibb, Keegan-Michael Key, Jenny Slate, and many more

Wait Wait... Don't Tell Me! Sponsorship Overview

- **On Air:** :15 sponsor credits in weekly broadcast program. Airing nationwide on 725+ NPR Member stations
- **Podcast:** :15 pre-roll and :30 host-read mid-roll credits in *Wait Wait... Don't Tell Me!* podcast deliver custom sponsor messages
- **Digital:** Recognition across *Wait Wait... Don't Tell Me!* 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



LEARN MORE



EVENT SPONSORSHIP SUMMARY

Sponsor can align with *Wait Wait... Don't Tell Me!* through custom sponsorship activation at live tapings in Chicago and select cities nationwide. Upcoming events can be found on [NPRPresents.org](https://www.npr.org/presents)

Custom sponsorship opportunities at *Wait Wait... Don't Tell Me!* events include:

Sponsor Recognition & Site Branding Opportunities:

- 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 themed audience quiz and trivia segment hosted by Peter Sagal 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

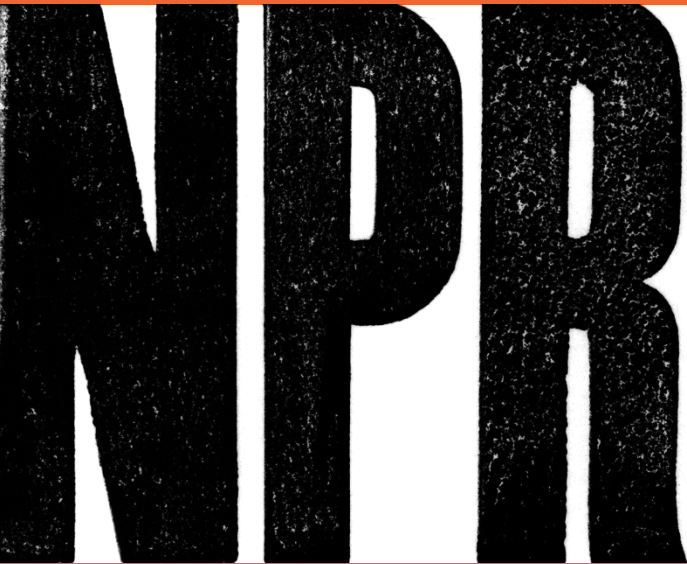
Event Sponsorship Case Study



EVENT SPONSORSHIP CASE STUDY

- Talenti and Angie's List have amplified their brand to live, engaged audiences as featured sponsors of NPR's *Wait Wait... Don't Tell Me* live tapings at the Chase Auditorium in Chicago, IL
- Sponsors have been recognized through co-branded signage and audience giveaways, sponsor-themed audience quizzes and live trivia segments, and on stage recognition of Angie's List by host Peter Sagal





CONTACT

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