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. Airs 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
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](http://NPRPresents.org).

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

<table>
<thead>
<tr>
<th>NPR ON AIR</th>
<th>NPR PODCASTS</th>
<th>NPR.ORG</th>
</tr>
</thead>
<tbody>
<tr>
<td>30M</td>
<td>11.3M</td>
<td>43M</td>
</tr>
<tr>
<td>Weekly broadcast listeners</td>
<td>Unique monthly podcast users</td>
<td>Unique monthly visitors at NPR.org</td>
</tr>
<tr>
<td>65%</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>NPR broadcast listeners prefer to buy products or services from NPR sponsors</td>
<td>NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR</td>
<td>NPR.org users have taken action in response to a sponsorship message on NPR.org</td>
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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

Photo credits: Jerry Schulman and Ryan Muir
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