



NPR PRESENTS MICHEL MARTIN

Dynamic Event Sponsorship



There is hearing. There is listening. And then there is Michel Martin.

An award-winning journalist with NPR, *The Washington Post*, *The Wall Street Journal*, and ABC News, Michel has spent more than 25 years knocking down barriers between subject and reporter to let the true story come out.

Michel is respected for taking audiences to places they've never been, inspiring thoughts they've never had, and connecting them to conversations they've never been a part of.



NPR PRESENTS MICHEL MARTIN

Michel Martin is going on the road and taking the studio to the story for some of the most important issues facing our country today. Michel taps into essential, personal discourse around national issues to create one larger cohesive dialogue.

Each live event is a dynamic, interactive experience where issues are analyzed through the narrative and dialogue of people who are living it. Most will center on a 90-minute news-driven live event that pertains to a significant national issue and takes place in the community where the story is unfolding.



May 2, 2017: *Beyond Borders* (KPBS) San Diego, CA

June 6, 2017: *Civics 101/Who Owns Patriotism?* (WVIA) Scranton, Wilkes-Barre, PA

**“The panel introduced the issue of diversity on stages across the country in an informative, witty and truly entertaining way.” –
Going There event attendee**



SPONSOR RECOGNITION ON SITE

Integrated Presence at Live Event

- Opportunity to host pre- or post-event VIP receptions with NPR C-level Executives, special guests, including talent from the program, and sponsor's invitees
- Opportunity to display branded materials on site
- Recognition in co-branded signage, programs, pre-event programming
- Opportunity to deliver a welcome remarks before event program
- Tickets made available to sponsor executives and special guests



[Click to view highlight reel](#)



MICHEL MARTIN: GOING THERE ON-AIR

Airing in NPR Newsmagazines

- NPR remains a **standard-setting producer and distributor** of top-quality news, information and music programming for 40 years
- Reaching a larger audience than the combined circulation of the top 53 national newspapers with **28 million weekly radio listeners**
- Honored with the **broadcast industry's most prestigious awards**
- Sponsor will receive adjacencies around select *Michel Martin: Going There* content on ***Weekend All Things Considered*** (#TBD)



Sources: ACT 1 based on Nielsen Audio Nationwide, Spring 2016, Persons 12+, NPR Programming + Newscasts; Audit Bureau of Circulations, and Alliance for Audited Media, October 2014

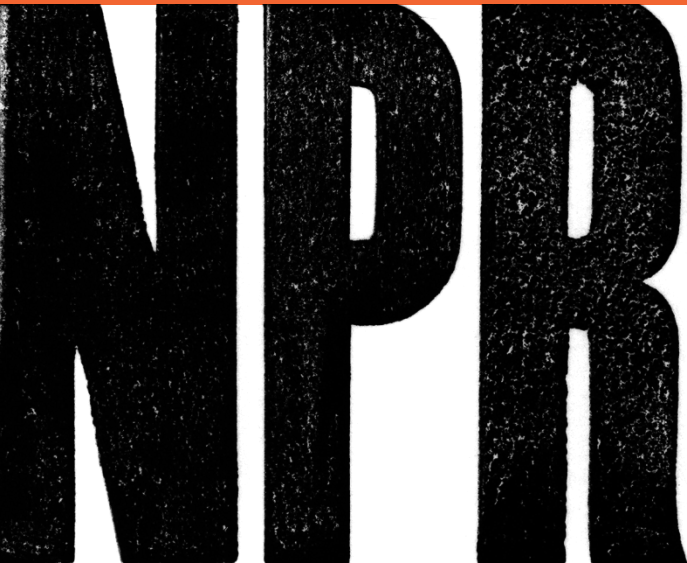


SPONSORSHIP RECOGNITION ONLINE

Digital Sponsorship Highlights

- NPR.org attracts an audience of **39.2 million unique monthly visitors** with more than **2.3 million monthly users** on NPR apps for iPhone, iPad and Android combined
- Complementing the program on air, the Michel Martin series offers immersive digital sponsorship opportunities, including:
 - Prominent presence on NPR Presents Michel Martin event pages on [NPR.org](#) and [NPR Presents](#) hub, including 10-second pre-roll audio credit in NPR.org audio player and co-branded halo units

The collage displays various digital assets for the Michel Martin 'Going There' series. At the top, a screenshot of the NPR website shows the 'MICHEL MARTIN GOING THERE' header with navigation links like 'home', 'going there events', and 'about going there'. Below this, a video player is shown for the episode 'A Conversation About The Future Of Water', featuring a 10-second pre-roll audio credit and social media sharing options. To the right, there are promotional banners for 'THE MAN IN THE HIGH CASTLE' (streaming on Amazon Prime) and a 'SQUARESPACE' 'START NOW' button. The bottom section of the collage contains text describing a live storytelling event in Fort Collins, Colorado, and lists event panelists including author Paolo Bacigalupi, rancher Kathleen Curry, and others.



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