



Georgia Public Broadcasting
Winner of the 2012 Emmy Award For Station Excellence

THE WEIGH WE WERE®
With Kat Carney

An Innovative Approach To Winning Georgia's War On Obesity

Premiere Season Sponsorship Proposal

Presented to:
Delta Airlines

Table of Contents

Sponsorship Overview	p.3
Georgia Public Broadcasting Overview	p.4
Georgia: A Community In Crisis	p.5
THE WEIGH WE WERE® Overview	p.6
About Kat Carney, Executive Producer & Host	p.7
THE WEIGH WE WERE® Timeline	p.8
Viewer Demographics	p.9
Sponsorships: The Fastest Growing Marketing Medium	p.10
THE WEIGH WE WERE® Sponsorship Opportunities Overview	p.11
Sponsorship Packages	p.12-15
Additional Sponsorship Details	p.16
Sponsorship Summary	p.17
Sponsorship Commitment Form	p.18

“An inspirational and practical approach to weight loss can help us win the war on Georgia’s obesity crisis, and you can help make it happen. Because I’ve personally conquered obesity and want to help more of my fellow Georgians do the same, I’m very excited to invite Delta Airlines to partner with me as a sponsor of THE WEIGH WE WERE®. Together, we can make a life-changing difference for our neighbors, our teachers, our mothers, our fathers, and our children. Through our collaboration, we’ll create healthier and happier communities across Georgia one weight-loss success story at a time.”



Kathryn “Kat” Carney, Executive Producer & Host, The Weigh We Were®, pictured above on the set with superstar “loser” Jantzen McDonald, who both overcame childhood obesity.

On behalf of the over 65% of Georgians who are struggling with obesity and excess weight, Georgia Public Broadcasting invites Delta Airlines to become a sponsor of our new educational series *The Weigh We Were*®.

The Weigh We Were® is an inspirational series that features success stories of people in Georgia who’ve conquered their weight problems head on by establishing healthy patterns of diet and exercise. In each 30-minute episode, viewers will see 12-15 guests from all over Georgia who have overcome everyday obstacles to enjoy lasting weight loss success.

This motivational series designed to provide practical weight loss solutions for everyday people in Georgia provides an exceptional sponsorship opportunity conducive to helping companies promote their brands, products and services.

While supporting your fellow Georgians through a truly life-changing educational experience, Delta Airlines will benefit from unique sponsorship offerings that will accomplish extraordinary business-building results.

Sponsorship packages available to Delta Airlines begin on page 12.

At Georgia Public Broadcasting, we’re confident that the benefits you’ll receive as a sponsor of *The Weigh We Were*® will deliver a valuable sponsorship experience and a high return on your investment.

OUR MISSION

The mission of Georgia Public Broadcasting is to create, produce and distribute high quality programs and services that educate, inform and entertain our audiences and enrich the quality of their lives.



WHAT WE DO

Our nine-station GPB television network inspires learning experiences for all ages. In the mornings and afternoons, PBS Kids teaches cognitive skills through imaginative shows like *Sesame Street*, *Curious George* and *Clifford The Big Red Dog*.

In the evenings, business and community leaders rely on objective news programs. Cultural enrichment abounds in prime time with favorites like *Nova*, *Antiques Roadshow*, and *American Experience*. On weekends, hobbyists find tips for their next "big thing" from home improvement to cooking to travel.



GPB's Original Productions capture the essence of our communities and examine local concerns, from business to leisure: *Georgia's Business*, *Georgia Outdoors*, *Georgia Weekly*, *State of the Arts*, *Georgia Traveler*, *Gardening in Georgia*, *Lawmakers* and *GPB Sports*.

For more than a half decade, Americans have ranked PBS the most trusted institution among nationally known organizations.

WHO WE SERVE

More than 2.5 million Georgia households tune in each month to find personal and cultural enrichment, as well as entertainment, on Georgia Public Broadcasting. They explore new ideas and new worlds through television, radio and online content.

Georgia's television signal reaches 98% of GA as well as parts of TN, NC, SC, AL and FL.

EMMY AWARD WINNER

Georgia Public Broadcasting is proud to be recognized for our life-enriching work as winner of the 2012 Emmy® Award for Station Excellence.



Georgia is accelerating fast down a road that's leading to a massive fiscal and medical crisis.

Why?

Because of obesity.

According to Phillip L. Williams, Dean of the College of Public Health at the University of Georgia, obesity costs Georgia more than **\$2.4 billion in medical bills per year**.

Roughly two-thirds of Georgia's adult population is overweight or obese and nearly 40% of our state's children are overweight/obese. If preventive efforts are not taken, we can expect obesity medical costs to balloon up to **\$11 billion by 2018**. All of these troubling statistics point to a looming fiscal and medical crisis for Georgia.

THE TROUBLING FACTS ABOUT GEORGIA'S OBESITY CRISIS:

- Georgia has the second worst rate for childhood obesity in the nation.
- Georgia is the 17th most obese state in the country.
- Georgia's adult obesity rate is 28.7%.
- The obesity rate in Georgia doubled over the last 15 years.
- Georgia's combined obesity and overweight rate is 65.3%.
- Diabetes rates have doubled in Georgia in the past 15 years.
- Adult obesity rates in Georgia were 38.1% for Blacks, 32.7% for Latinos and 25.6% for Whites.
- Nearly 40% of children in our state are overweight or obese.
- Obese children have an increased risk for developing heart disease, hypertension, liver and kidney disease, and type 2 diabetes.
- Nearly 1 million children in Georgia are facing negative health consequences due to obesity.
- 75% of parents in Georgia with overweight or obese children do not recognize the problem.

YOU CAN HELP CHANGE THIS.

At Georgia Public Broadcasting, we're making the fight – **the war** – against obesity in Georgia a priority, and we invite you to join forces with us as we help Georgians lose the weight and win our war.

Through our unique new educational series, *The Weigh We Were*® (TWWW), we're bringing together people from all across Georgia who valiantly overcame their struggle with obesity. An amazing cast of 34, including the show's Executive Producer and Host, Kat Carney, all suffered terribly with the devastating physical and emotional effects of obesity. But, they all took steps to lose a collective (and very impressive!) 3472 pounds and are now enjoying a healthier and much happier life.

And, as you'll read about in the following pages, these inspirational "success losers" didn't use fad diets or gimmicky weight loss tricks. They lost their weight by taking simple steps every day to improve their diet and increase physical activity ... things that all Georgians can do right now.

As a sponsor of TWWW, Delta Airlines will help make sure these motivational stories make their way into the hearts and minds of the millions of overweight Georgians who'll be tuning in to watch and begin their own journey to overcoming obesity. One Georgian at a time, we can turn the frightening statistics above around and get Georgia on a healthier and more prosperous path.

About The Weigh We Were®

The Weigh We Were® is an inspirational educational series that features success stories of people in Georgia who've conquered their weight problems head on by establishing healthy patterns of diet and exercise – on their own. In each 30-minute episode, viewers will see 12-15 guests from all over Georgia who have overcome everyday obstacles to enjoy lasting weight loss success.



Through the use of intimate, in-depth interviews and motivational field segments that carry the message “If I can do it, you can, too!” viewers see exactly how people **just like them** lost a significant amount of weight. Most importantly, viewers learn affordable, repeatable steps they can take, using the resources available in their own community to lose weight.

Pilot Episode Fast Facts

- The cast of 34 (guests & host) in the pilot episode lost a combined 3472 pounds!
- All guests are from Georgia and were randomly chosen.
- 34 “success losers” lost an average of 98 pounds each.
- 88% (30 guests & host) lost their weight via diet and exercise on their own. 2 guests followed commercial diet programs and 2 had bariatric procedures.
- 100% of guests made significant increases in physical activity and healthy changes in diet.
- No guests credited fad diets, diet pills or other such methods as keys to weight loss success.
- At the time of their weight loss journeys, guest ages range from 10 to 62 years old.

A Diverse Group of Program Guests

Kendra, age 41: Lost 151 pounds!

Unemployment forced this wheelchair-bound mother of 7 from Marietta, GA to feed her family from the local food bank. But “chair” aerobics classes at her local YMCA, along with a clever plan to improve her diet, turned her health (and life) around.



Trey, age 29: Lost 110 pounds!

At 300 pounds, this college baseball coach from Cleveland, GA questioned the example he was setting for his young athletes, so he began to practice what he was preaching. Our cameras follow him as he celebrates by entering *The Last Chance Triathlon* in Douglasville.



Chaunda, age 43: Lost 111 pounds!

This Lawrenceville mother of 3 was a couch potato for 8 years. But a diagnosis of high blood pressure due to obesity was the wake-up call she needed to get active and change her eating habits. She is now a certified personal trainer in her community.



About Kat Carney, Executive Producer & Host

Kat Carney knows exactly what it's like to be overweight and in terrible, declining health.

And she knows what it takes to win the war on excess weight.

After spending a lifetime struggling with obesity, starting in the 1st grade, Kat had ballooned up to 240 pounds by age 28. Physically, she felt awful.

As Kat described in her emotional 2002 Oprah interview, she was suffering from back problems, career challenges, and a crippling bout of depression. She felt lost and out of control with her whole life.

At her lowest point, Kat wished that she'd go to sleep and not wake up.

But, Kat was determined to change all of that.

During a 14-month 'break from life' starting in 1997, Kat turned a corner and made a decision to embark on a new journey ... one that would help her learn to have a new relationship with food and exercise ... one that would help her lose a whopping 90 pounds!

Now when Kat is stressed, she heads to the gym instead of making a trip to the drive-thru.

According to Kat, "Weight loss in the real world isn't about 'reality competitions' or 'celebrity experts.' It's about the simple things everyday people are doing every day to lose weight. For viewers of *The Weigh We Were*[®], we want them to learn to believe in themselves and know that they have the tools right here 'at home' to be successful with weight loss."

Kat has poured her heart and soul into TWWW. As Kat states, "It's truly been a labor of love."

*"For viewers of *The Weigh We Were*[®], we want them to learn to believe in themselves and know that they have the tools right here 'at home' to be successful with weight loss."*



Kat ... Now and Then!

More About Kat

A three-time Emmy nominee, Kat Carney is a former CNN heavyweight – both literally and figuratively, but her style is decidedly lighthearted and upbeat.

Whether she's speaking about her personal experience losing weight or sharing the media savvy she developed as the Consumer Health anchor for CNN Headline News, Carney's energizing style engages audiences and provides them with tools they can use in their daily lives.

THE WEIGH WE WERE® Timeline

Following is the projected timeline for the premiere season of *The Weigh We Were*®:

August – October 2012	Fund Development
October 2012	Production
November 2012 and February 2013	Pilot Episode Airs
February 2013	Airing of Episodes 2-6
March – April 2013	Airing of Episodes 7-13*

**Depends upon funding outcomes; sponsors will be notified by December 1, 2012 regarding episode count and impact on related benefits.*

THE WEIGH WE WERE® SUCCESS STORIES

“I want people to know that even if you’re 102 years old and overweight, or you’re 9 years old and overweight, you can still lose weight. I’m staying on this course forever.”

Jantzen McDonald, 14 – Jackson, GA
Overcame childhood obesity at age 10
Featured in Episode 1



“I want to be someone’s inspiration. I want to be a motivator. I want to be able to encourage you. I want to tell you that you can do it!”

Chaunda Walls, 43 – Lawrenceville, GA
Lost 111 pounds in 18 months
Featured in Episode 1



Viewer Demographics

Through your sponsorship, Delta Airlines will receive marketing benefits that help the company capture the attention of some very attractive groups of Georgia Public Broadcasting viewers. Following are demographics of the 2.5 million viewers projected to watch *The Weigh We Were*®.

GEORGIA PUBLIC BROADCASTING VIEWER DEMOGRAPHICS

A Dynamic Audience

Gender:	50% Male / 50% Female					
Education:	14%: Advanced Degree		32% College Grad		18% Some College	
Age Groups:	18-24:	7%	25-34:	18%	35-44:	22%
	45-54:	20%	55-64:	18%	65+:	16%
Household Income:	\$100k+:	23%	\$75-100k:	15%		
	\$50-75k:	19%	\$35-50k:	23%		
	\$0-35k:	21%				

TV Audience Demographics Source: Media Audit, April-May 2008, Adults 18+, CH 8 WGTV PBS total.

AFFLUENT

- 52% more likely to own a home valued at more than \$1 million
- 68% are investors
- 25% have \$100+ of liquid assets
- 37% own three or more vehicles per household
- 30% more likely to own a boat

COMMUNITY MINDED

- 48% read a newspaper regularly
- 85% consider switching to another brand when negative corporate citizenship practices have occurred
- 71% vote
- 43% more likely to be a member of a charitable organization

INFLUENTIAL

- 58% more likely to be a member of a local body of government
- 25% more likely to be an opinion leader
- 51% more likely to take an active part in a local civic issue

CULTURALLY PASSIONATE

Within the past year:

- 37% have attended the symphony, opera, ballet, dance or live theatre
- 28% have traveled domestically via air (at least 3 times)
- 25% have traveled abroad
- 40% read books on a regular basis

Sponsorships: The Fastest Growing Marketing Medium

Why Sponsorships?

Changes in the economy, demographic shifts and the fragmentation of media have all contributed to sponsorship's growth. Some of the largest factors behind the rise in sponsorships include:

- **Decreasing efficiency of measured media:** Costs for traditional advertising continue to increase while ratings and readership decline. On top of that is an even more basic problem: Consumers are not paying attention to ads. Sponsorship, on the other hand, provides opportunities for embedded advertising, a fail-safe delivery system where messages are incorporated right into the action.
- **Changing social priorities:** As issues such as poverty and homelessness loom larger, there is a growing realization that the needs of society and the interests of business overlap. Buyers are demanding to know where a company stands before they purchase its products. Making the world a more healthy, happy and livable place is prerequisite to achieving consumer affinity. Sponsorship, which aligns companies with community responsibility and improved quality of life, is precisely the kind of statement consumers respond to. When a company sponsors, it is providing something for its customers – not making a media conglomerate richer. Instead, in our case, Delta Airlines will be helping the people of Georgia lose weight and live healthier, happier lives.
- **Shifting personal values:** Conspicuous consumption has been replaced by cashing out. Shopping for shopping's sake has become déclassé. Tapping into today's consumers' elusive will to spend requires tuning the buying experience into something larger than just acquisition. Sponsorship provides companies this opportunity. It says to the potential client: "Buy this product/service not to indulge yourself but to help make the world a better place."
- **Increasing need for two-way communication:** In response to fragmentation of the mass market and mass media, companies are looking for alternative methods to communicate sales messages. The idea is to find delivery systems that allow companies to deepen their relationships with clients.
- **High consumer acceptance:** While traditional media is less effective than ever, much of the new media alienates consumers. For example, 75 percent of Americans view phone solicitation as an invasion of privacy. And, 69 percent of consumers who buy or rent movies on video are annoyed by advertising before the film according to a Gallup survey conducted for Advertising Age. On the other hand, public response to sponsorship has been overwhelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back – something that benefits someone else in addition to the marketer.

When a company sponsors, it is providing something for its customers – not making a media conglomerate richer. Instead, in our case, Delta Airlines will be helping the people of Georgia lose weight and live healthier, happier lives.

Sponsorship information and statistics noted above acquired from IEG: The Worldwide Authority on Sponsorship.

The Weigh We Were® Sponsorship Opportunities

Overview

Sponsoring a public broadcasting series such as *The Weigh We Were*® (TWWW) provides a golden halo to the participating business. Your partnership with us will give your brand exclusive access to Georgia Public Broadcasting's attractive audience through a vast network of marketing platforms, and **you'll be reaching people at a time when they will be most inclined to respond favorably to your marketing/sales messages.**

Importantly, the well-educated and engaged viewers of PBS have a very positive view of its sponsors:

Viewers Prefer PBS Sponsors

A high level of viewer engagement and satisfaction leads to positive results for sponsors. In our 2006 Harris Interactive poll, viewers indicated an overall appreciation for our sponsors, rated more highly those companies they recognized as PBS sponsors, and indicated that they would choose to purchase from PBS sponsors.

Viewers Hold Sponsors In High Esteem

- More than two-thirds of viewers believe that companies that sponsor PBS have a commitment to quality and excellence.
- More than half of viewers believe that companies that sponsor PBS are industry leaders.

Companies Recognized As Sponsors Are Perceived As High Quality

Overall, there is a 15% increase in perceived sponsor quality (quality lift) among those who correctly recalled sponsors versus those who didn't.

Viewers Would Choose To Support PBS Sponsors

Two-thirds of viewers would choose to purchase from a company that sponsors PBS, all other things being equal.

Join Forces To Win Georgia's War On Obesity While Building Your Business

At Georgia Public Broadcasting, we're looking to build mutually beneficial and rewarding partnerships with TWWW sponsors like Delta Airlines to fund our premiere season. The timing for sponsorship of TWWW couldn't be better for a company that wishes to demonstrate its corporate social responsibility by letting viewers know about its concern for the health of people in Georgia and the looming fiscal and medical crisis that threatens all of us.

Together, we can conquer excess weight in our great state and win the war on obesity in Georgia.

Source for Statistics Above: PBS Sponsorship – Awareness and Impact on Quality Perceptions, Harris Interactive, August 2006.

The Weigh We Were® Presenting Sponsorship

Delta Airlines will enjoy a truly outstanding benefit package as our Presenting Sponsor. You'll receive exceptional opportunities to promote key messages, market and sell your products/services via many high-impact marketing platforms, build brand loyalty, provide special offers to targeted viewers, delight your event audiences with GPB talent, get exclusive behind-the-scenes GPB tours and more. As a Presenting Sponsor of *The Weigh We Were*® (TWWW), you'll receive these valuable business-building benefits:

Prestigious Presenting Sponsor Recognition

As our Presenting Sponsor, Delta Airlines would be recognized as follows in all related promotion:

The Weigh We Were® Presented by Delta Airlines

Media Placement

Two 15-second television spots will air during each of our guaranteed 6 episodes – one to air at the beginning and end of each show – with potential for 7 additional episodes (a total market value of \$130k for all 13 episodes). Please see page 16 for additional details on episode variance.

Marketing and Sales Opportunities

- Website Marketing: Prominent linked logo placement on TWWW section of GPB.org (an estimated 1 million unique visitors projected).
- Video Marketing: Your 5 or 10 second pre-roll video spots and/or companion banner ads will appear embedded within TWWW web-exclusive video (in rotation with other sponsors).
- Social Media Marketing: Prominent linked logo and/or website URL placement on associated Twitter, Facebook and YouTube Channel wallpapers and tweets/posts (an estimated 500,000 combined impressions projected).

TWWW Launch Party

At this high-energy, exciting event, Delta Airlines will have product/materials placement privileges.

Talent Appearances

Enjoy the pleasure of Kat Carney, as well as other on-air guests, appearing at your live events (specific details to be coordinated prior to execution of sponsorship agreement).

Production Tours

You and your guests (or sweepstakes winners) can visit the set of TWWW and tour GPB to meet and observe the cast and crew in action while getting an exclusive behind-the-scenes look at GPB.

Category Exclusivity

Delta Airlines will receive category exclusivity as Presenting Sponsor. You'll be the only airline associated with sponsorship of TWWW.

Post-Program Sponsorship Report

Delta Airlines will receive a post-analysis report on its sponsorship providing a detailed summary of program highlights and sponsorship outcomes.

Right of First Refusal

You'll have first dibs on Presenting Sponsorship of the second round of production of TWWW, which is planned for national distribution to 100 PBS stations.

Presenting Sponsorship Investment:	\$150,000
Number Available:	1

The Weigh We Were® Gold Sponsorship

A very impressive package of valuable business-building benefits will be offered to Delta Airlines as a Gold Sponsor including:

Media Placement

Two 15-second television spots will air during each of our guaranteed 6 episodes – one to air at the beginning and end of each show – with potential for 7 additional episodes (a total market value of \$130k for all 13 episodes). Please see page 16 for additional details on episode variance.

Marketing and Sales Opportunities

- Website Marketing: Prominent linked logo placement on TWWW section of GPB.org (an estimated 1 million unique visitors projected).
- Video Marketing: Your 5 or 10 second pre-roll video spots and/or companion banner ads will appear embedded within TWWW web-exclusive video (in rotation with other sponsors).
- Social Media Marketing: Prominent linked logo and/or website URL placement on associated Twitter, Facebook and YouTube Channel wallpapers and tweets/posts (an estimated 500,000 combined impressions projected).

TWWW Launch Party

At this high-energy, exciting event, Delta Airlines will have product/materials placement privileges.

Talent Appearances

Enjoy the pleasure of Kat Carney, as well as other on-air guests, appearing at your live events (specific details to be coordinated prior to execution of sponsorship agreement).

Production Tours

You and your guests (or sweepstakes winners) can visit the set of TWWW and tour GPB to meet and observe the cast and crew in action while getting an exclusive behind-the-scenes look at GPB.

Category Exclusivity

Delta Airlines will receive category exclusivity as a Gold Sponsor. You'll be the only airline associated with sponsorship of TWWW.

Post-Program Sponsorship Report

Delta Airlines will receive a post-analysis report on its sponsorship providing a detailed summary of program highlights and sponsorship outcomes.

Presenting Sponsorship Investment:	\$100,000
Number Available:	3

The Weigh We Were® Silver Sponsorship

A plethora of valuable business-building benefits will be offered to Delta Airlines as a Silver Sponsor including:

Media Placement

Two 15-second television spots will air during each of our guaranteed 6 episodes – one to air at the beginning and end of each show – with potential for 7 additional episodes (a total market value of \$130k for all 13 episodes). Please see page 16 for additional details on episode variance.

Marketing and Sales Opportunities

- Website Marketing: Prominent linked logo placement on TWWW section of GPB.org (an estimated 1 million unique visitors projected).
- Video Marketing: Your 5 or 10 second pre-roll video spots and/or companion banner ads will appear embedded within TWWW web-exclusive video (in rotation with other sponsors).
- Social Media Marketing: Prominent linked logo and/or website URL placement on associated Twitter, Facebook and YouTube Channel wallpapers and tweets/posts (an estimated 500,000 combined impressions projected).

TWWW Launch Party

At this high-energy, exciting event, Delta Airlines will have product/materials placement privileges.

Talent Appearances

Enjoy the pleasure of Kat Carney, as well as other on-air guests, appearing at your live events (specific details to be coordinated prior to execution of sponsorship agreement).

Production Tours

You and your guests (or sweepstakes winners) can visit the set of TWWW and tour GPB to meet and observe the cast and crew in action while getting an exclusive behind-the-scenes look at GPB.

Post-Program Sponsorship Report

Delta Airlines will receive a post-analysis report on its sponsorship providing a detailed summary of program highlights and sponsorship outcomes.

Silver Sponsorship Investment:	\$75,000
Number Available:	3

The Weigh We Were® Bronze Sponsorship

A very valuable package of business-building benefits will be offered to Delta Airlines as a Bronze Sponsor including:

Marketing and Sales Opportunities

- Website Marketing: Prominent linked logo placement on TWWW section of GPB.org (an estimated 1 million unique visitors projected).
- Video Marketing: Your 5 or 10 second pre-roll video spots and/or companion banner ads will appear embedded within TWWW web-exclusive video (in rotation with other sponsors).
- Social Media Marketing: Prominent linked logo and/or website URL placement on associated Twitter, Facebook and YouTube Channel wallpapers and tweets/posts (an estimated 500,000 combined impressions projected).

Production Tours

You and your guests (or sweepstakes winners) can visit the set of TWWW and tour GPB to meet and observe the cast and crew in action while getting an exclusive behind-the-scenes look at GPB.

Post-Program Sponsorship Report

Delta Airlines will receive a post-analysis report on its sponsorship providing a detailed summary of program highlights and sponsorship outcomes.

Silver Sponsorship Investment:	\$50,000
Number Available:	3

Additional Sponsorship Details

Following are additional important details about sponsorship of The Weigh We Were®:

Episode Variance

As noted in our timeline on page 8, we're currently guaranteeing a minimum 6-episode series, but we're confident we'll raise funding to air a full 13 episodes.

The sponsorship packages above include benefit packages reflective of a full 13 episodes. If funding outcomes don't allow for airing of the full 13 episode series, we'll refund ½ of your sponsorship investment.

Your Sponsorship Commitment: Timing Is Everything

Please note that many sponsorship benefits are subject to various deadlines, which can be discussed in greater detail by contacting Kat Carney, Executive Producer, at 404.685.2400 or kcarney@gpb.org.

Your commitment by September 30, 2012 is encouraged to ensure maximization of all sponsorship benefits. This will also help us determine viability of a full 13 episode series as soon as possible.

Sponsorship Summary

On behalf of the millions of Georgians suffering today with obesity and excess weight, and in an effort to collaborate with Delta Airlines in a mutually rewarding partnership that will benefit our respective organizations, Georgia Public Broadcasting invites Delta Airlines to sponsor *The Weigh We Were*®.

We look forward to having your support and know that your sponsorship of this important educational and inspirational series will prove to be an enriching, valuable experience. Through your sponsorship benefits, you'll achieve marketing, sales and PR objectives that will result in a positive return on your investment.

The following page of this proposal is a Sponsorship Commitment Form to complete and send back to Georgia Public Broadcasting to reserve your sponsorship of *The Weigh We Were*®.

After we receive your commitment form, we'll be in touch to provide you with our sponsorship agreement. A fully executed agreement and your sponsorship fee will set in motion fulfillment of your valuable set of sponsorship benefits.

We also welcome the opportunity to discuss this sponsorship in greater detail. Please contact Kat Carney, Executive Producer, at 404.685.2400 or kcarney@gpb.org for personal assistance.

Thank you in advance for your consideration and for what we hope is a favorable response.

Together, through this sponsorship, we have the opportunity to advance our respective missions bringing added prosperity and quality of life to people we serve and to communities across Georgia.



Delta Airlines and Georgia Public Broadcasting:

Working together to win Georgia's war on obesity.



The Weigh We Were® Sponsorship Commitment Form

___ Yes! Delta Airlines will become a sponsor of Georgia Public Broadcasting’s new educational series *The Weigh We Were*®.

SPONSORSHIP RESERVATIONS

___ Presenting/\$150,000 ___ Gold/\$100,000 ___ Silver/\$75,000 ___ Bronze/\$50,000

SPONSORSHIP AGREEMENT AND PAYMENT

Upon receipt of this form, we’ll reserve your sponsorship. We’ll then quickly be in touch to provide you with a sponsorship agreement for signature. Receipt of your signed agreement and fee will then set in motion fulfillment of your valuable benefit package.

SPONSORSHIP DISCOUNT

Remember, if we receive your signed agreement and fee by September 30, 2012, you’re entitled to a 10% discount on your fee.

YOUR CONTACT INFORMATION

Name _____

Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

To reserve your sponsorship now, please submit this form via email to Kat Carney at kcarney@gpb.org or mail it to: Ms. Kat Carney, Georgia Public Broadcasting, 260 14th Street NW, Atlanta, GA 30318

Phone us at 404.685.2400 for assistance anytime.

Thank you very much for your support!