

# Curious George



**A**n exciting new sponsorship opportunity is coming to PBS next Fall, when the beloved character Curious George makes the leap from books to the television screen. Beginning in the Fall of 2006, *Curious George* becomes a daily television series on PBS, the most trusted broadcast outlet for children's programming. And, the good news is that the series is available for corporate sponsorship!

A new partnership between WGBH Boston and Universal Studios delivers a robust sponsorship package of both on- and off-air benefits. Read more and learn how you can link your brand to one of the most exciting new children's sponsorship opportunities available in the marketplace!

## Helping curious kids explore the world around them



In 1941, H.A. and Margret Rey introduced us to a curious little monkey who crawled out of the jungle, onto bookshelves and into the hearts of children and parents around the world. In the six decades since, *Curious George* has delighted generations of children who have followed George's many adventures.

Now, literature's beloved little monkey is getting ready for his next big adventure: *Curious George* is coming to television. WGBH, Imagine Entertainment and Universal Studios Home Entertainment Family Productions have joined forces to bring *Curious George* to a new generation of preschoolers and their parents.

Scheduled to debut in Fall 2006, this half-hour series narrated by award-winning actor William H. Macy will use *Curious George* and his insatiable curiosity to acquaint preschoolers with key concepts in science, math and design engineering technology. Whether he's dismantling a clock to see how it works or rounding up a bundle of baby bunnies, George's entertaining antics will encourage children to explore their own world while motivating parents and caregivers to support these activities.

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[www.sgptv.org](http://www.sgptv.org)

## WGBH, Universal and your company: A winning partnership



WGBH's partnership with Universal Studios Home Entertainment Family Productions offers numerous promotional opportunities that will raise awareness of the *Curious George* television series while maximizing the value of your corporate sponsorship. On February 10, 2006, Universal Pictures and Imagine Entertainment bring *Curious George* to the big screen in an all new animated adventure. Produced by Academy Award winner Ron Howard, Jon Shapiro and David Kirschner, and featuring the voice talents of Will Ferrell, Drew Barrymore, Dick Van Dyke, David Cross, Eugene Levy, and Joan Plowright, this theatrical release is sure to build excitement and anticipation for the television series' debut, while also providing series sponsors with numerous off-air benefits (see Sponsorship Benefits).

What's more, Universal's extensive network of partners and more than 100 *Curious George* product licensees – including toys, apparel, electronics and fine art – offers corporate sponsors of the television series a myriad of opportunities for cross-platform promotions.

## Monkey around with *Curious George*!

Now, your company has an opportunity to sign on for *Curious George's* next big adventure through corporate sponsorship of this exciting new children's series. A comprehensive sponsor benefits package – including on-air spots, web site exposure and an exciting array of off-air promotional opportunities – will maximize the value and reach of your sponsorship while forging a strong association between your company and the popular *Curious George* brand.

## Sponsorship Benefits

As national corporate sponsor of *Curious George*, your company will receive:

### On-Air:

- **High visibility:** Two, 15-second on-air spots per broadcast – one at the beginning and end of each program – airing daily on PBS stations across the country.
- **Uncluttered environment:** Your company's on-air spot will stand out in PBS's uncluttered, commercial-free environment.
- **Category exclusivity:** *Curious George* is available to a maximum of four, non-competing national sponsors – giving your company's message extra impact!



## On-Air cont.

- **Home Entertainment:** Opportunity for your 15-second PBS spot to appear on new *Curious George* TV series-home entertainment releases during your sponsorship.

## Online:

- **Curious George web site:** Your hotlinked corporate logo will appear on the home page of the *Curious George* web site, driving traffic to your corporate site.

## Off-Air:

- **Curious George tune-in logo:** Use a specially designed tune-in logo for the PBS series on product packaging throughout the course of your sponsorship, linking your brand to the beloved character and television



## Curious George Outreach

To help parents and teachers use the *Curious George* television series as a launching point for discussion and exploration, WGBH will develop comprehensive outreach materials filled with activities and resources that build upon the information presented in *Curious George* episodes.

As national corporate sponsor, your company logo and credit will appear on the following outreach materials:



- **Curious George Hands-on Activity Booklet:**

110,000 copies of this parents' resource will be distributed to parents nationwide through local PBS stations. Guides will be available in both English (80,000 copies) and Spanish (30,000).

- **Curious George Kindergarten Discovery Guide:**

Targeted at kindergarten teachers, this guide will be available in PDF format on the *Curious George* web site for easy downloading by teachers across the nation.

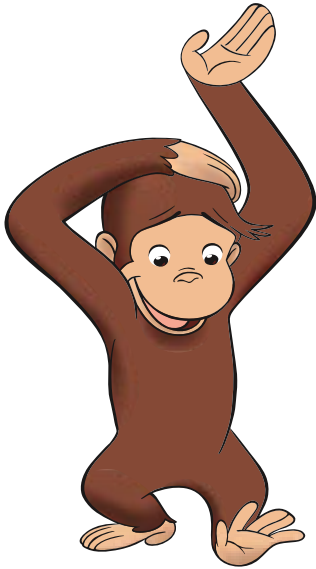
- **Kindergarten Discovery Guide Brochure:**

To raise awareness and build interest among educators for the guide, 164,000 brochures advertising its availability will be distributed to teachers and through educational conferences.

## Promotional Opportunities (Needs Universal Sign-Off)

As national corporate sponsor of the *Curious George* television series, your company will benefit from the tremendous publicity and popularity generated both by the Curious George character and the 2006 release of the Universal Pictures and Imagine Entertainment feature film.

Through WGBH's partnership with Universal, your company will receive:



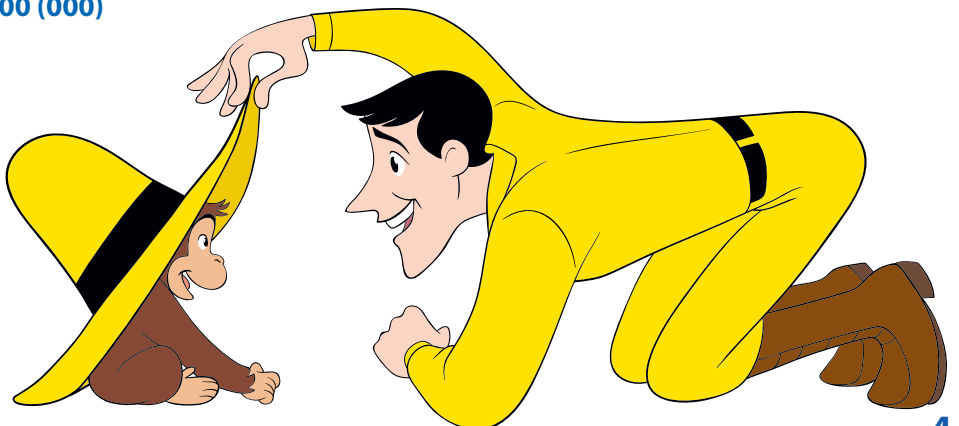
- **Complimentary tickets to February screenings** of the Curious George feature film. Screenings will be held in top markets across the country, subject to availability.
- **The opportunity to host a private screening** of the Curious George film in a market of your choice (after film's initial release).
- **Access to the *Curious George* walk-around character** for use at your corporate events, retail locations, etc.
- **Complimentary tickets** to the Universal theme parks (in Los Angeles and Orlando) for use as contest prizes, give-aways, etc. (Numbers to be determined)
- **The opportunity to insert coupons** in the *Curious George* television series home videos/DVDs
- **Discounted copies of the new *Curious George* book series** developed by Houghton Mifflin - (STILL TBD)
- **A three-month on-pack or point of purchase promotion**, offering access to some of the Curious George style guide artwork, at no additional charge.
- **Opportunity to develop cross-platform promotions** with some of the 100 Curious George product licensees (apparel, toys, electronics, art, home furnishings, etc.)

## Audience Projection

Here's the audience you'll tap as one of the select sponsors of *Curious George*:

- Total weekly viewers, Age 2 +: **6,900 (000)**
- AA HH rating: **1.2**
- AA LOH w/C 2-5 rating: **1.7**
- AA Kids 2-5 rating: **4.1**
- AA Kids 2-11 rating: **2.5**

(Source: SGPTV Research, based on similar PBS children's programs)



## About the Producers

### WGBH



A public broadcasting leader, WGBH produces one-third of PBS's national primetime lineup, including such celebrated programs as *FRONTLINE*, *ExxonMobil Masterpiece Theatre* and *Antiques Roadshow*, as well as such award-winning children's series as *Arthur*, *Between the Lions*, *ZOOM* and *Postcards from Buster*. WGBH has won hundreds of the communication world's most prestigious honors, including Emmys, Peabodys, duPont-Columbia Awards and even Academy Awards. WGBH is also a leader in developing educational print and multimedia classroom tools, and continues to pioneer the development of access technologies for people with hearing and visual disabilities.

### Universal Worldwide Entertainment Group



Universal Worldwide Entertainment Group is a unit of Universal Pictures, a division of Universal Studios. Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience.

## Contact Us



Sponsorship of *Curious George* is offered by the **Sponsorship Group for Public Television**. For more information on this or other PBS sponsorship opportunities, visit our Web site at [www.sgptv.org](http://www.sgptv.org) or call Suzanne Zellner at 617-300-3725, [suzanne\\_zellner@wgbh.org](mailto:suzanne_zellner@wgbh.org).

