



How do Russians say “no?”
What’s the period preceding Jurassic?
Are you smarter than a 12th grader?

Watch  to find out!



Coming
Spring 2010

Each of 7 shows will air three times on Basin PBS and be posted for viewing at basinpbs.org

With Outstanding Local Support & Visibility

As a sponsor of this program, you will receive:

- On-air credit
- Web link
- Local media placement
- Tickets to show tapings

Celebrated nationally with the **“My Source Award for Community Impact”** from the Corporation for Public Broadcasting and named the **“Finest Series of 2008”** by the National Educational Telecommunications Association, **QUIZ SHOW** is entering its third season with uncontainable energy and celebrity guests, including Neil DeGrasse Tyson of NOVA scienceNOW. **Now’s the time to secure your place as part of the fun on this award-winning show!**

QUIZ SHOW showcases the best and brightest West Texas teens from 8 local high schools, each out to prove his school is home to the smartest kids in the Basin.

The competition emphasizes quick recall of facts in all major disciplines plus questions about current events, movies, TV, sports and West Texas. Teams battle through two rounds to face off in the MEGAQUIZ final, making 7 half-hour episodes in the series.

Your sponsorship support for QUIZ SHOW makes a direct positive impact on students...and it brings promotional side

Partnership with Basin PBS Benefits YOU

68% of polled viewers feel companies that sponsor PBS have a commitment to quality and excellence.

61% believe PBS sponsors are usually industry leaders.

59% would choose to buy a product from a company that supports PBS, all else equal.

Plus, our partnership with schools brings you added exposure. As a **QUIZ SHOW** sponsor, your company or organization will have a built-in platform before students, families and educators involved with and rooting for their teams.



basinpbs.org/quiz_show.php

Ready to get quizzed?

Contact:

432.563.5728 office

Barbara Crane 432.312.2355 cell

bcrane@basinpbs.org

Justin Taylor 432.425.0487 cell

underwriting@basinpbs.org

Basin PBS is a 501(c)(3) non-profit community organization



4 First-round games

2 Playoff games

1 MEGAQUIZ Final

Plus Celebrity QUIZ WIZ, IQ questions & Hometown Showdown!

2010 QUIZ SHOW Teams*

Midland Christian	Odessa High
Midland High	Permian High
Greenwood High	Midland Academy
McCamey High	Trinity – Defending Champ

**2010 Team Roster subject to change.*

Show Your Spirit as a QUIZ SHOW Sponsor

TITLE – “QUIZ SHOW! Brought to you by your name here!” As title sponsor you receive a :15 second sponsor message before and after each broadcast, and your name or logo rotates as a “bug” on the screen throughout the show. Plus, you receive title recognition in all QUIZ SHOW logo applications including on-air promotion, print ads, Web and school posters. On-air promotion includes Basin PBS plus broadcast TV, cable and radio partners. Includes annual rotation on Basin PBS primetime schedule. Two availabilities. Industry exclusivity guaranteed. \$30,000

BOOSTER – You become an official QUIZ SHOW Booster, cheering teams to victory. You will have on air logo and voiceover recognition with tagline in the opening and closing credits of each episode plus 1 **Q Squad** logo appearance within each show. Includes print ads, Web link and school posters. 4 Avails. \$7500.

IQ – Each episode of QUIZ SHOW features one interactive audience participation question called IQ. Each IQ question is delivered on video by a local, national or your company celebrity for audience consideration. The answer is revealed, again via celebrity appearance, later in the show. Your IQ sponsorship includes voiceover and logo presence throughout both the question and answer portion of IQ plus recognition in opening and closing credits. Includes print ads, Web link and school posters. IQ 7-Pack, 1 Avail, \$10,000 or \$2000 each.

QUIZ WIZ – Each show features specially produced QUIZ WIZ questions recorded by local and national celebrities or your company representative. As a QUIZ WIZ sponsor your logo appears with voiceover during 7 QUIZ WIZ questions in the series, one in each show, plus recognition in opening and closing credits. Includes print ads, Web link and school posters. QUIZ WIZ 7-pack, 5 Avails. \$6000

Q SQUAD – Join the Q Squad and cheer the players on with 1 “Go Team!” customizable logo appearance in each show, plus receive on-air recognition in the opening and closing credits of each show throughout the series. 10 Avails. \$2000

HOMETOWN SHOWDOWN – You and your company or family team play in 1 of 5 Hometown Showdown 2-minute segments. See your logo or family name rotate on the screen as a “bug” throughout the segment. Your Showdown segment airs 6 times on the Basin PBS primetime schedule and is posted online at basinpbs.org. Includes recognition in opening and closing credits of QUIZ SHOW. 10 Avails. \$6000

WEB SQUAD – Each QUIZ SHOW episode will Web cast at basinpbs.org for family and friends in the Basin and around the world to enjoy. Choose from 3 Web options, 1 Avail each: **Web cast Sponsor**- your graphic sponsor message pops up and remains throughout each Web cast on our QUIZ SHOW page (“QUIZ SHOW Online is brought to you by...”) \$5000. **Web Sponsor**- your banner appears on our QUIZ SHOW page, \$3000. **Web Poll Sponsor**- your banner appears on QUIZ SHOW Poll page, \$2000

Answers: 1) Nyet 2) Triassic



on



is made possible by

**YOUR
LOGO
HERE**