



## Why You Should Underwrite **RAWFAITH**

SeaWorthy Productions has received a national distribution Letter of Interest for the documentary **RawFaith** from American Public Television (APT). APT Exchange distributes only fully funded programs for national broadcast- I need your funding help. Please consider being my PBS underwriter and help bring this powerful and touching documentary to viewing households across the country. I have brought a sharp pencil to the bottom line to find the balance between my financial obligations to broadcast and being able to offer a significant promotional value for you the sponsor.

PBS programming offers underwriting sponsors four unique and invaluable characteristics:

1. **Reach-** Nearly 360 PBS broadcast outlets reach 99% of all American TV households AND 110 million viewers watch PBS each month!
2. **Trust-** PBS is consistently rated among the most trustworthy organizations in America. Viewers largely feel that money given to PBS stations is money well spent AND that **companies that fund** PBS have a commitment to Quality and Excellence
3. **Presence-** The commercial free format of PBS programming lets your brand and message stand out with placement of your sponsorship tag at the beginning and end of each show. Your spot is more noticed and your brand is associated with the PBS values of quality, excellence, integrity and respect.
4. **Value-** This is an extremely cost effective way to create national exposure for your brand or message.

Let's talk-

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