

# Trust that Resonates Beyond the Screen.



A recent survey of GBH television viewers revealed that our audience recognizes the vital role corporate sponsors play in bringing trusted programming to their screens. As a result, our sponsors experience:

## Positive Brand Association

**83%** feel more positive about GBH sponsors

**79%** believe GBH sponsors are good corporate citizens

**76%** trust GBH sponsors more than other advertisers

**The public media halo effect**

## Enhanced Brand Awareness

**62%** can recall the sponsors on GBH



### Why?

Our uncluttered environment (less promo time) **means your message stands out.**

## High Purchase Intent & Action

**68%** prefer to buy from GBH sponsors

**70%** prefer to do business with GBH sponsors

**67%** consider buying because a company sponsors GBH

**63%** searched for a GBH sponsor online or on social media

*"GBH has made the process easy, very smooth, and we received several calls from people inquiring about our services. Sponsoring GBH has been amazing, and we would recommend it to anyone else."*

- **Miriam Hellweg**, Co-Owner, Blade of Grass

*"We really appreciate the opportunity to sponsor GBH. There's only a few places where you can really make an impact in a very tangible way and in a way that helps you feel good about making our community a better place. We're happy that GBH is letting us be a part of that."*

- **John Colucci**, Managing Director, McLane Middleton

GBH offers multiplatform packages to businesses in New England. Learn about GBH TV, radio, digital, and events at [sponsorship/gbh.org](https://sponsorship/gbh.org).

Ready to get started? Contact the Local Corporate Sponsorship team at  

Source: 2025 LCS TV Survey, September 2025