



GBH Holiday Sponsorship Opportunities 2024

GBH and CRB have the playlists and programs that will accompany your customers as they make shopping lists, open gifts, and share meals with family and friends. By sponsoring Holiday programming on GBH and CRB, your company will be making a very visible contribution to our community. Our audiences believe that organizations that support public broadcasting have a commitment to quality and excellence, and they are more likely to choose our sponsors over the competition.*

Connect with your customers wherever they are this holiday season. Contact [Managing Director, Ted Petersen](#) or your sales rep to start building your custom multiplatform package today.

Arts enthusiasts listen to GBH

92% of GBH 89.7 listeners say they learn about cultural events they are interested in from the arts and culture sponsors on GBH 89.7.



Source: LCS Radio Survey, Fielded 8/29/23 – 9/25/23

PBS viewers are hard to reach on other networks

Among Primetime viewers that watch PBS...

86%
do not watch



70%
do not watch



Source: MRI-Simmons: USA Spring Doublebase 2021

*GBH Audience Survey: Radio 8/29/23-9/25/23 | TV 8/23/22-9/16/22



GBH Holiday 2024

GBH and CRB bring the holiday cheer on-demand and on-air from Thanksgiving to New Year's Day.

Event

The annual **GBH Holiday Spectacular** (12/11) is live, in-person at GBH Studios and streaming. Past performers include Handel and Haydn Youth Chorus Chamber Choir, The Renaissance Men, and New England Brass Band. *2024 lineup is TBD.*

Streaming

Available on-demand at classicalcrb.org, the CRB app and smart speakers, starting in November.

- **Perfect Holiday Party Soundtrack:** traditional holiday favorites that keep your mood festive and warm
- **Heavenly Holiday Classics:** choral and symphonic masterpieces, like Handel's *Messiah*, Tchaikovsky's *The Nutcracker*, Britten's *Ceremony of Carols*, and more
- **Ultimate Holiday Classical Mix:** traditional classics and carols from around the globe

TV

Fan-favorite holiday performances and programs. Preview of programming below.

- **JOY – Christmas with the Tabernacle Choir** Tuesday, 12/17 at 8pm
- **Too Hot to Handel – The Gospel Messiah** Tuesday, 12/17 at 9:30pm
- **Christmas with John Rutter at Preston Hollow** | Saturday, 12/21 at 7pm
- **Mary Berry's Highland Christmas** Monday, 12/23 at 9pm
- **Call the Midwife Holiday Special** Wednesday, 12/25 at 8pm
- **Anthony William's Urban Nutcracker** Tuesday, 12/26 at 9pm
- **NEXT at the Kennedy Center | Sara Bareilles: New Year's Eve with the National Symphony Orchestra & Friends** | Tuesday, 12/31 at 8pm

CRB

Classical holiday favorites on CRB 99.5, starting Thanksgiving Day

- **Holiday music** will be sprinkled throughout the day, gradually increasing as Christmas draws closer
- **Handel and Haydn Society's *Messiah***
- **Holiday Pops**
- **Boston Symphony Orchestra Holiday**
- **CRB in Concert:** local orchestra performances