PBS

American Public Television

SEASON TWO ENGAGEMENT

Season 2: Join the movement!

Why should you get involved with Opportunity Knock$ Season 2?

It's more than being branded with the most trusted media institution in America. It's more than viewers of PBS being twice as likely to buy from sponsors than advertisers on broadcast and cable television. It's life-changing!

In Season 1 we meet Tiffany and Charles White, pastors in Lake Charles, LA. They moved from Houston to start-over in the small town after losing their twin son (to a rare disease), their jobs, cars, and credit. Then a hurricane hit destroying their church and all affordable housing. Opportunity Knock$ takes viewers on a journey with the Whites as they get the second chance everyone deserves. Celebrity coach Patrice Washington, known from the Steve Harvey Show and current Essence Magazine ambassador, guides them to start-over using local nonprofits, CDFIs and a small not-for-profit credit union. The key to their success is The Opportunity Finder, an online app, which viewers at home see them use in the show. Because seeing is believing, families at home use The Opportunity Finder to connect with local nonprofits and CDFIs in their own communities. Opportunity Knock$ is life-changing TV.

We invite you to join us in changing lives. What we hear from every partner that has donated software, equipment, time and money is, **"How could we not?"**

Welcome to the Opportunity Knock$ movement!

Jamie Strayer
Creator & Executive Producer
Opportunity Knock$

Opportunity Knock$™

ABOUT

At a time when more than 60% of Americans are living paycheck-to-paycheck, a lack of knowledge on financial resources and strategy continually prevents many families and individuals from identifying ways to break free from financial hardship. This Fall, Opportunity Knock$ will show six families a different way forward by pairing them with renowned financial experts Jean Chatzky, Patrice Washington and Louis Barajas to take control of their finances by providing them – and viewers –with actionable advice, tools and community resources.

WATCH NOW

Preview (1 minute)
Pilot (27 minutes)

The Audience

We chose distribution by American Public Television to PBS stations and streaming intentionally. The goal is for moms whose toddlers watch PBS Kids to stick around for Opportunity Knock$. **How could they not build better lives for their children?**

- Women 25-54 Years Old
- Underrepresented People
- Financially Challenged Families

Doing good is good business.

The brand value of Opportunity Knock$ and PBS.

#1

PBS is the most trusted media institution. In fact, Americans trust public television more than newspapers, courts, federal government, cable, or commercial broadcast TV.

2X

Public television viewers are twice as likely to buy a product or service from a public television sponsor than from a broadcast or cable advertiser.

∞

A sponsor's message is forever connected to the show. It plays every time the show plays and is never removed. Sponsors using marketing dollars should check with their accountant about expensing it over multiple years.

The Opportunity FINDER

How do we know The Opportunity Finder will work?

See how it works.

94%

People that look at their smart phone while they watch TV (Meta).

71%

Use a second device to look up information related to what they're watching (Insider Intelligence).

27.9 Billion

Mortgage origination to the underserved if just 1% of Opportunity Knock$ viewers replicate what they see in the show to use The Opportunity Finder to connect with a CDFI, Minority Depository or Low Income Designated Institution to achieve their goal of homeownership (Nielsen & Callahan).

Exposure

Opportunity Knock$ is leveraging it's star power, PR powerhouse (SmithHouse) and grassroots network to drive viewers and brand loyalty to sponsors.

88.18 Million

Estimated Season One broadcast impressions using Nielsen assumptions for PBS Primetime.

14.5 Million

Social media followers & podcast listeners of the show's stars.

Beyond the Numbers

Exposure includes special events, streaming, broadcast, social media, podcast, workshops, web and public relations that cannot be estimated until a Season One benchmark is established. We are expecting big results!

Funding Overview

Season 2 Budget
$3.8 M

The Opportunity Network

PRESENTED BY — $1 million (**limit 1**)

- National brand message broadcast every time the show airs
- Cannot appear in the series
- Branded at all premiere events nationally
- Promotional coordination with our Publicist Smithhouse and agent A3

BE THE SHOW — $500,000 (**limit 6**)

- Either brand spot **OR** producers evaluate independently to appear in the series as part of The Opportunity Network
- All Own Your Market benefits including market/FOM exclusivity

OWN YOUR MARKET — $125,000 (**exclusive per FOM**)

- Red carpet with your CEO and show stars/producers on-stage
- All assets for no-constraints co-brand including video
- Geofenced cookie on The Opportunity Finder for ROI retargeting
- All Market Leader benefits

OPPORTUNITY MARKET LEADER — $30,000-$100,000

- Branding spot before/after the show broadcast in your market
- All products certified to appear in The Opportunity Finder
- All benefits of The Opportunity Network

OPPORTUNITY MARKET LEADER — $5,000-$25,000

- Per product certification to appear in The Opportunity Finder
- Pre-packaged collateral/workshop for co-brand (physical, social, video)

Opportunity Knock$
Presented by (You)

$1 Million

PRESENTED BY Brand Recognition
As the presenting sponsor, the show will be publicly named “Opportunity Knock$ Presented by (You).''

Broadcast and Digital Broadcast Brand Recognition
Your brand will be featured in a premiere spot before and after the series. This is important because 74% of viewers appreciate the clutter-free environment, and 57% have a more favorable view of a brand for sponsoring PBS. Additionally, consumers are 40% more likely to report they have been motivated to make a purchase from a sponsor on PBS than an advertiser on other networks/platforms.

Agency Collaboration/Representation
Ensured maximum exposure with representation by the show's elite LA/NY PR & Artists Agency or coordination with your own PR & brand teams.

Social Media and Online Brand Recognition
Opportunity Knock$ social media includes tips provided by the stars of the show. They can all be presented by you.

Includes all benefits of lower levels.

BE THE SHOW

$500,000

Market/FOM Exclusive

Be the Show
Either brand spot nationally OR producers evaluate organization independently to appear in the series as part of sourcing stories from The Opportunity Network.

Red Carpet Premiere, Special Events & Workshops
Our event planners provide the format and talent sourcing to put your CEO on the stage at a Red Carpet Premiere praising your work to community leaders and press in your market.

Companion Podcast and Behind the Scenes YouTube
The Opportunity Podcast features your experts, CEO and selected clients as hero stories.

Media Relations
SmithHouse represents your story coordinating with your team.

Direct Lending Pipeline
The Opportunity Finder directs borrowers to you. Geofenced cookie is provided for retargeting on social media.

Includes all benefits of lower levels.

OWN YOUR MARKET

EXCLUSIVE MARKET EVENTS & BRANDING

$125,000

Market/FOM Exclusive

Red Carpet Premiere, Special Events & Workshops
Our event planners provide the format and talent sourcing to put your CEO on the stage at a Red Carpet Premiere praising your work to community leaders and press in your market.

Your Brand on PBS
Your brand will be featured in a brand spot before and after the series. Consumers are 40% more likely to report they have been motivated to make a purchase from a sponsor on PBS than an advertiser on other networks/platforms.

Media Relations
You will take the spotlight in a regional press tour coordinated by SmithHouse.

Direct Lending Pipeline
The Opportunity Finder directs borrowers to you. Geofenced cookie is provided for retargeting on social media.

No-constraint Branding of All Assets
We provide your rights to all assets to brand in your standards including video.

Includes all benefits of lower levels.

MARKET LEADER

BRANDED IN YOUR MARKET

$30K-$100K*

**Pricing market dependent*

Your Brand on PBS
Your brand broadcast before and after every episode played in your market. Consumers are 40% more likely to report they have been motivated to make a purchase from a sponsor on PBS than an advertiser on other networks/platforms.

Special Events and Workshops
Special event signage and promotions will include your logo in markets where there is not exclusivity.

Media Relations
Market press releases with quotes from producers praising your organization.

Talent/Producers
Star power is at your fingertips with at least one special event virtual inspirational moment and greeting for your staff & clients.

Includes all benefits of lower levels.

$5k-$25k

Coalition to Change Lives
The Opportunity Network is a convening of CDFIs, MDIs and low-income designated financial institutions dedicated to sharing best practices, products, and tools, and building relationships with nonprofits to solve financial crisis for the most vulnerable.

Product Certification - The Opportunity Finder
Viewers use The Opportunity Finder to refinance autos, apply for first mortgages, consolidate debt, build credit, find payday alternatives, and more. Certification is $5k per product or $25k for all products.

Media Relations
Opportunity Network participants will be provided press releases and media relations support commensurate to funding level.

Video
Opportunity Network participants receive video to play online and in physical locations.

Outreach Materials and Marketing
Opportunity Network participants receive marketing materials prepared for co-branding.

Assets

Opportunity Knock$ has many assets.

Cable/Broadcast and Digital

- PBS.org
- PBS Passport
- PBS Create
- Individual station broadcast
- Individual station digital

Web

- OpportunityKnocks.net
- The Opportunity Finder software

Social

- Opportunity Knock$ podcast
- Opportunity Knock$ Facebook
- Opportunity Knock$ YouTube
- Opportunity Knock$ LinkedIn
- Opportunity Knock$ Instagram
- Opportunity Knock$ Twitter
- Jean Chatzky, Patrice Washington and Louis Barajas social media

Events

- Red carpet series premieres in the markets featuring financial institutions/families
- Opportunity Events (Community events open to the public co-hosted and promoted by local PBS stations)
- Opportunity Knock$ workshops at financial institutions

Our Unwavering Values

It's not for show.
We change lives off camera. The show is real.

Everyone deserves access to opportunity.
Mistakes of the past do not prevent opportunities in the future for people committed to building better lives.

No representing without representation.
You will not see saviors in our show. We intentionally chose coaches with the same background as families to help real people solve real financial problems.

Improving situations not people.
We reject stereotypes and labels. There is no such thing as a "low-income person." People experience times of earning less money. We believe the human spirit is wired for creation and that people are trying the best they can. We remove systematic barriers by introducing resources.

No exploitation.
People choose to appear on Opportunity Knock$ because they too want to change lives. They share their story to inspire others. We do not exploit them by featuring non-financial personal trauma. We withhold anything that would put them at risk. We ask about featuring questionable content.

We won't get everything right.
When we get it wrong, we fix it. We repair and grow. We learn how to avoid the same mistake. We accept responsibility.

Opportunity Knock$

Join the Movement

Jamie Strayer, Creator & Executive Producer

253-732-4369

j.strayer@opportunityknocks.net

www.opportunityknocks.net