Community is at the heart of WNET’s mission — Media with Impact. Corporate philanthropy helps us engage millions across the Tri-State region using on-air programs, digital content, and events.

By joining WNET as a Corporate Member, you and your staff gain access to our diverse community of highly-engaged viewers and supporters. We are America’s most trusted source of news and educational content and your support helps us produce wide-reaching content in areas ranging from arts and culture to STEM, from news and public affairs to history and documentaries.

As you make your philanthropic choices this year, I hope you’ll consider WNET Corporate Membership.

NEAL SHAPIRO
President & CEO
CORPORATE MEMBERSHIP

WHAT WE DO

■ THIRTEEN is PBS's flagship media station and New York's premier source for public media, both on-air and online.

■ We are the most watched public television station in the nation and we produce content that airs both locally and nationally.

■ WNET helps educate millions as a highly trusted provider of Children’s and Educational media, much of which is in alignment with commoncore standards.

■ WNET uses high-quality media to convene members of our community around some of the most pressing issues of our time. Our content comes to life through events and activities that connect thought-leaders from all walks of life.

WHAT YOU GET

■ On-air Recognition — that amplifies your brand and demonstrates your philanthropic commitment to a monthly audience of millions. Recognition can be placed before the local airing of any of our signature productions.

■ Invitations to events — where you can meet the creative minds behind our programs and network with executives and colleagues from likeminded companies.

■ THIRTEEN MemberCards — that provide you and your staff with free or reduced admission to over 80 Tri-State arts and cultural institutions, and discounts at national retail establishments.

WHAT WE CAN DO TOGETHER

■ Build a community of informed, engaged citizens of all ages and backgrounds.

■ Provide unparalleled access to everything from Broadway to the Great Outdoors through programs focused on arts & culture, balanced news, and STEM.

■ Increase public understanding of some of the most pressing issues of our day, from climate change to the effects of poverty.

■ Provide free educational materials to millions of students through on-air programs and free online content that is in alignment with common-core standards.

■ Provide a multi-channel platform where people from all backgrounds can tell their stories and discuss issues that matter.
**VIEWERSHIP**

4.1 million*  
THIRTEEN Viewers Locally

2.3 million*  
WLIW Viewers Locally

1.7 million*  
NJTV Viewers Locally

* Mon-Sun, Full-day, monthly cumulative viewers

**WNET viewers range from students to celebrities, from working professionals to titans of industry.**

WNET Corporate Membership provides resources that allow us to deepen relationships with members of our community through award-winning programs and events. In exchange for your generosity, you will receive a host of benefits designed to connect you and your company to this diverse and highly engaged community.

**PROGRAM HIGHLIGHTS**
# Benefits

**As a Corporate Member, we look forward to recognizing your contribution with benefits that will serve you company-wide.**

## Benefits for the Corporation

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Associate</th>
<th>Friend</th>
<th>Supporter</th>
<th>Patron</th>
<th>Benefactor</th>
<th>Partner</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in WNET annual report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in THIRTEEN program guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to become a THIRTEEN Membercard participant</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on-air — Group Spot*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on-air — Individual Announcement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-air Corporate Challenge</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on-air and online with company logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private employee or client event with WNET producer/director**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to the Tisch WNET Studios at Lincoln Center**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* On-air recognition spot of four Corporate Members in a group format.

** Production or event costs assumed by Corporate Member. Studio use subject to availability.

## Benefits for Designated Executives/Corporate Giving Officers

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Associate</th>
<th>Friend</th>
<th>Supporter</th>
<th>Patron</th>
<th>Benefactor</th>
<th>Partner</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>THIRTEEN program guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitations to WNET events*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour of headquarters at Worldwide Plaza**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour of Tisch WNET Studios at Lincoln Center**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual gift of select WNET program DVDs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patron Network Membership for CEO and CGO (upon request)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Invitation to President’s Circle Dinner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</table>

## Benefits for Corporate Employees

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Associate</th>
<th>Friend</th>
<th>Supporter</th>
<th>Patron</th>
<th>Benefactor</th>
<th>Partner</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>THIRTEEN MemberCards*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Discount on shopthirteen.org</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>WNET Talks***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee Volunteer Opportunities*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host a WNET program screening***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tour of headquarters at Worldwide Plaza**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* We will work with you to find the quantity/opportunity that best fits your company.

** Maximum of ten Corporate Member employees per tour.

*** Production or event costs assumed by Corporate Member. Studio use subject to availability.

- We can design a Corporate Membership package that will meet your objectives.
- We gladly provide a discounted non-profit rate starting at the Friend level.
**CORPORATE MEMBERSHIP ENROLLMENT**

**YES.** We would like to become a WNET Corporate Member at the following level of annual support:

- $100,000 Leader
- $50,000 Partner
- $25,000 Benefactor
- $15,000 Patron
- $10,000 Supporter
- $5,000 Friend
- $2,500 Associate

**COMPANY INFORMATION**

Company Name

Company Acknowledgment Name (As it should appear in print, web or on-air acknowledgments. Indicate if anonymous.)

Approximate Number of Employees:
- Locally (NY, NJ, CT area)
- Globally

**PRIMARY CONTACT**

Name

Title

Company

Street Address

City  State  Zip

Phone  Fax

E-mail

**CEO**

Name

Title

Company

Street Address

City

State  Zip

Phone  Fax

E-mail

**PLEASE SEND RENEWAL INFORMATION TO:**

- Primary Contact
- CEO

Checks should be made payable to WNET. If you would like to make your contribution with a credit card, please call 212.560.8193.

Please send enrollment form and contribution to:

**Corporate Membership**

WNET
825 Eighth Avenue
New York, NY 10019

WNET Tax ID# 26-2810489

We will notify you upon receipt of payment.

**PLEASE SEND BENEFITS TO:**

- Primary Contact
- CEO

Please indicate which program genres are of interest to your company. Check all that apply.

- Arts and Culture
- Education
- Kids and Families
- News and Public Affairs
- Science and History

Do you have a matching gift program?

- Yes
- No, I would like to know more

Name of person completing this form (Please print)

Signature

Date