



PBS BROADCAST SPONSORSHIP OPPORTUNITY

Because your organization is aligned with the film’s empowering message, we would like to offer you a **unique sponsorship opportunity** to secure an underwriting spot during our broadcast.

THE CREATIVE HIGH will premiere on the PBS network this October 2025 for Substance Use Prevention Month.

With its 350 stations covering all fifty states, PBS will bring this poignant and powerful documentary to a broad and diverse audience.

As a sponsor, your company will have a dedicated 15-second message at the opening and closing credits of all PBS broadcasts, creating more than 4 million high-value impressions. Your message will be built into the program for the film’s October national premiere and will remain attached throughout the life of the film’s run on PBS.

With only three 15-second messages available—and guaranteed industry exclusivity—your message will stand out in an uncluttered advertising environment, and your support for this broadcast will resonate deeply with the PBS audience.



Adriana and Dianne at the Recovery.com Screening

PBS: A TRUSTED ENVIRONMENT. **an affluent and engaged audience**

Roper Opinion Research ranks PBS as “the nation’s most trusted institution.”

Public television is the perfect platform to reach a core audience of affluent, well-educated adults who are highly engaged in their communities and supportive of the arts and mental health initiatives. According to a nationwide survey, PBS ranks #1 in public trust in America, lending credibility and value to their sponsors.

95% of PBS viewers have an HHI of \$150k+

79% of all U.S. television households — nearly 200 million people watch PBS

177% more likely to have investments of \$150k+

59% pay more attention to the spots they see on PBS than those on other networks

76% more likely to use a brokerage firm

44% of viewers are twice as likely to buy a brand that sponsors PBS programming

And the best thing about PBS viewers: there are a lot of them! PBS is ranked as the #6 broadcast and cable channel. Its primetime audience is larger than that of A&E (the PBS audience is 135% larger), Bravo (126%), TLC (122%).

For a glimpse of the film, here is a [link to the trailer](#).

THE CREATIVE HIGH has partnered nationwide with renowned organizations:

