



Newark, New Jersey – October 14-16, 2020

AMERICAN CITIES REBUILDING



speakers & contributors



The logo for 'AMERICAN CITIES REBUILDING' features the word 'AMERICAN' in large, bold, blue capital letters with a stylized American flag graphic to its left. Below it, 'CITIES REBUILDING' is written in green capital letters, with 'CITIES' and 'REBUILDING' separated by a vertical line. Underneath the main text, the event details 'Newark, New Jersey - October 14-16, 2020' are written in a smaller, grey font.

AMERICAN
CITIES REBUILDING
Newark, New Jersey - October 14-16, 2020

- **Christiane Amanpour**, Chief International Anchor, CNN and Host, Amanpour & Company
- **Neal Shapiro**, President & CEO, WNET
- **Mayor Ras Baraka** (Newark)
- **Don Katz**, President & CEO, Audible
- **Richard Besser, MD**, CEO, Robert Wood Johnson Foundation
- **Jonathan Holloway**, President, Rutgers University
- **Pat Foye**, Chairman, New York Metropolitan Transit Authority
- **Darren Walker**, President, Ford Foundation
- **Shané Harris**, Vice President for Corporate Giving, Prudential Foundation
- **Hari Sreenivasan**, PBS NewsHour Weekend anchor
- **Alfa Demmellash**, CEO/Co-founder, Rising Tide Capital
- **John Mooney**, Executive Director and Education Writer, NJ Spotlight
- **Roy Weathers**, PwC Vice Chair & Societal Engagement and Solutions Leader

(subject to change)



Event themes and content modules:

- Broadcast event with Christiane Amanpour (Amanpour & Company/PBS)
- The New Urban Economy
- Moving Cities Forward: Leadership in Crisis
- Infrastructure: A Ticket to Ride in Post-Covid-19
- Healthcare: Flattening the Curve & Addressing Disparities
- Education: Raising our Cities' Children
- Criminal Justice: Equity for All in America's Cities

Funding levels & benefits

The logo for American Cities Rebuilding features the word "AMERICAN" in a bold, dark blue, sans-serif font. To the left of the "A" is a stylized graphic of a flag with horizontal stripes. Below "AMERICAN" is the word "CITIES REBUILDING" in a bold, green, sans-serif font. The "I" in "CITIES" and "I" in "BUILDING" are replaced with small icons of buildings. Below the main text is the date "Newark, New Jersey – October 14-16, 2020" in a smaller, dark blue, sans-serif font.
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Official Funding Level - \$5,000

- Sponsor logo/link in all event email and landing page of ACR event promotion
- Verbal sponsor recognition and logo placement at the opening and closing segments of each virtual event
- Placement on event page on NJSpotlight.com with sponsor's logo/link
- Acknowledgement in press release

Lead Funding Level - \$10,000

All benefits from Framer funding level plus:

- Dedicated sponsor email blast delivered to all event registrants (email copy subject to NJTV/NJ Spotlight approval)
- TV sponsorship of the NJTV News business report for one week (5 newscasts across all airings with the following distribution: Mon.-Fri. at 5:30 pm on WNET/Thirteen and Mon.- Fri. on NJTV at 6:00 pm, 7:30 pm, 11:00 pm & 6:30 am, plus livestream at 5:30 pm. Spot comprised of company logo and up to 10-second FCC/PBS approved tagline/message)

Presenting Funding Level - \$25,000

All benefits from Builder funding level plus:

- Billboard spot at the opening and closing segments of Christiane Amanpour TV interview (logo w/ FCC-PBS approved tagline)
- Acknowledgement in all paid print advertising promoting the event
- Two-week sponsorship of the NJTV News business report (10 newscasts)
- Inclusion of a 10-15 second pre-roll spot to run before two panels of choice (spot content to be approved by NJTV)

Host Funding Level - \$50,000

In addition to all previously referenced benefits, this presenting sponsorship level provides *industry category* exclusivity.

- Sponsor logo/link in all event email and website promotion from both NJTV and NJ Spotlight
- Verbal sponsor recognition and logo placement at the opening and closing segments of each virtual event
- Permanent placement on event page on NJSpotlight.com with sponsor's logo/link
- Dedicated sponsor email blast delivered to all event registrants (email copy subject to NJTV/NJ Spotlight approval)
- Acknowledgement in press release
- Electronic introduction to panelists and keynotes
- Acknowledgement in all forms of paid advertising
- Billboard spot at the opening and closing segments of Christiane Amanpour TV interview (logo w/ FCC-PBS approved tagline)
- Inclusion of a 10-15 second pre-roll spot to run before all panels (spot content to be approved by NJTV)
- Four-week sponsorship of the NJTV News business report (20 newscasts)

Distribution & Marketing Plan

The logo for American Cities Rebuilding features the word "AMERICAN" in a bold, dark blue, sans-serif font. To the left of the "A" is a stylized graphic of a city skyline with a sunburst effect. Below "AMERICAN" is the word "CITIES REBUILDING" in a bold, green, sans-serif font. The "CITIES" part is smaller and positioned above "REBUILDING".
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Distribution Plan

Broadcast

The first installment of this multi-media series (10/14/20) will feature Christiane Amanpour's interview with High-profile COVID-19 Leadership , and will kick off as prime time, broadcast television special in the #1 media market in the US, via telecast on Thirteen/WNET (New York), NJ's only statewide PBS affiliate, NJTV, and WNET's Long Island, NY PBS affiliate, WLIW.

LIVE Event

On days two and three of the series (10/15/20 & 10/16/20), the diverse topics/panels, featuring aforementioned notables, will stream live via Zoom, as well as on www.wnet.org, www.njtvonline.org, the NJTV News You Tube channel (<https://www.youtube.com/user/NJTodayOnline>), and NJTV News partner affiliate's NJ Spotlight's site, <https://www.njspotlight.com/>.

Archive

Following the live launch of the series, it will be archived in its entirety and as segments, on all aforementioned digital platforms.

Integrated Marketing Plan

- Preliminary public relations and marketing plan includes press releases to targeted trade and political outlets, as well as key local and national outlets including:

LOCAL: The Star-Ledger, Insider NJ, NJ BIZ and ROI NJ

NATIONAL: The New York Times, The Washington Post, USA TODAY, Associated Press and Politico

- Internal Assets:

- Broadcast TV/Radio promos across all WNET Group stations (Thirteen, NJTV, WLIW and WLIW-FM)
- Websites of WNET, NJTV, NJ Spotlight, WLIW and WLIW-FM
- Email communications and digital newsletters with reach of 1 million constituents
- Social Channels for WNET, NJTV, NJ Spotlight, WLIW and WLIW-FM

- PR efforts will also include all event luminaries using social media platforms to promote their participation in the event to their constituents, followers and employees.

- Promotion and Advertising for ACR (subject to change) includes:

- Digital ads on various social channels, including Facebook and Google AdWords
- Print and Radio ads

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WNET NEW YORK
PUBLIC MEDIA

NJTV
NEW JERSEY PUBLIC MEDIA

NJ SPOTLIGHT
NEWS, ISSUES AND INSIGHT FOR NEW JERSEY

CONTACT INFO

K. Noelle Deihl-Harteveld

Director of Development
New Jersey
Cell: 973.951.8031
Harteveldn@wnet.org

Stephen Priolo

Director, New Jersey Partnerships
NJTV
Cell: 609.980.8500
PrioloS@njtvonline.org

Steven Shalit

Director, Business Development
NJ Spotlight
Cell: 201.681.6078
sshalit@njspotlight.com