A CELEBRATION OF OUR 65TH BIRTHDAY
Featuring Country Music by Ken Burns
with special guest Marty Stuart

SPARKLE and TWANG

GALA | SEPTEMBER 21 | RITZ-CARLTON
BIRTHDAY CONCERT | SEPTEMBER 22
SHELDON CONCERT HALL

SPONSORSHIP OPPORTUNITIES
MISSION
Igniting the spirit of possibility.

VISION
We envision a strong and healthy community working together through public media.

CREDO
We engage our community through quality content because it strengthens civic life. We remain independent because we believe it is the basis of trust. We are committed to engagement because it fosters a healthy community. We believe in making our content easily accessible, because the more people we engage, the greater our value becomes. We want to create sound business models, because we want to continue our good work. We want to connect our citizens with one another because we believe it is important to bring St. Louis together. We believe that when we succeed in our mission, we ignite the spirit of possibility in St. Louis.

REACH
The Nine Network serves 100 counties in Missouri and Illinois on four distinct broadcast channels, reaching 2 million viewers every month. Our website, nineNet.org received 1.3 million page views last year. We have nearly 41,000 social media followers. Our email list includes 77,000 subscribers. And our member guide, Nine Magazine, is mailed bi-monthly to 34,000 members, with a pass-along rate of 2.5 people.

2109 GALA COMMITTEE
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Cynthia Brinkley*
Amy Shaw

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*Nine Network Board Member
2019 PIONEER SPIRIT GALA
SEPTEMBER 21 | RITZ-CARLTON, ST. LOUIS

Honoring Jack Galmiche and featuring Country Music by Ken Burns, with special guest Marty Stuart

We will honor Jack Galmiche, our president and CEO, who passed away in April, by building on our first-ever gala in 2017. Jack was all-in on the country music theme for our biennial gala, and we have a fun night in store!

We will delve into the history of country music, mark our 65th year as a public media organization, and raise funds to support our nationally recognized work in the community and our one-of-a-kind programs.

Since hosting the first Pioneer Spirit Celebration in 2011, the event positions Nine as a community leader, innovator, and partner of choice. The event has included a diverse audience of partners and donors, an impressive group of honorees and award winners, and compelling featured guests.

This year, Marty Stuart will take the stage to perform an inspired set of music. A collector of country music memorabilia, Stuart appears extensively throughout Ken Burns’ Country Music docuseries. He will perform on a bus tour in support of the film, with a special concert at Ryman Auditorium that will be recorded for broadcast later this year.

The documentary chronicles country music’s early days, from southern Appalachia’s songs of struggle, heartbreak and faith to the rollicking Western swing of Texas, California’s honky-tonks and Nashville’s Grand Ole Opry. The film follows the evolution of country music over the course of the 20th century as it eventually emerges to become “America’s music.” It explores crucial questions about the genre while focusing on the biographies of the fascinating trailblazers who created and shaped it, as well as the times in which they lived.

Much like the music itself, the film tells unforgettable stories of hardships and joys shared by everyday people.
Our gala weekend will be tinged with sadness because of the sudden passing of our President and CEO, Jack Galmiche, in April. Jack made Nine one of the most successful public television stations in the country and his community engagement initiative made Nine a paragon of what a public television station can be and do. He exemplified the spirit of the Pioneer Spirit Award, which he founded in 2011 to honor the vision of our founders and those who exemplify the best in our community.

We have renamed the award in Jack’s memory. The 2019 recipient of the Jack Galmiche Pioneer Spirit Award is Patrick Sly, retired Emerson executive. An active member of the community, he has been a member of the Nine Network Board of Directors since 2009 and was instrumental in the success of the Igniting the Spirit of Possibility capacity campaign, serving as cochair. An influential leader, he serves on numerous city and county boards.

**AWARDEES**

2011 Ray Wittcoff  
2012 Arthur Baer  
2013 Dana Brown  
2014 Ken and Nancy Kranzberg  
2015 McDonnell Family  
2016 Emily Rauh Pulitzer  
2017 David II, Mary, David and Thelma Steward  
2018 Kim Olson  
2019 Pat Sly
DIAMOND SPONSOR – $65,000
(Category exclusivity)

ON-AIR
- Minimum of 200 (30 second) sponsor-tagged (logo and voice-over) promos to air on the Nine Network
- Recognition as Diamond sponsor at open and close of Pioneer Spirit Gala broadcast on Nine PBS

ONLINE
- Recognition as Diamond sponsor throughout nineNet.org, including home page, corporate sponsorship page, and online ticketing page
- Recognition as Diamond sponsor in monthly e-highlights (electronic newsletter) (circulation: 77,000)
- Recognition as Diamond sponsor on Nine Network and Pioneer Spirit Gala social media platforms (total followers: 41,000)

PRINT
- Prominent sponsor-supplied full-page ad in Pioneer Spirit Gala event program
- Recognition as Diamond sponsor in Nine Magazine (circulation: 34,000)
- Acknowledgment in media release
- Recognition as Diamond sponsor on signage and marketing collateral
- Diamond sponsor listing in gala event program

EVENT
- Verbal recognition as Diamond sponsor at Pioneer Spirit Gala
- Premium seating for 20 guests (2 tables of 10) at Pioneer Spirit Gala (names required for reserved seating), including 4 tickets to the VIP reception
- Priority seating for 6 guests at Nine Network’s 65th birthday party on September 22 (names required for reserved seating), including 4 tickets to the VIP reception with meet and greet

ESTIMATED IMPRESSIONS: 1,701,798
Requires customization for financial/banking service providers.

We have tied the milestone of our 65th birthday to the levels of sponsorship for both the Pioneer Spirit Gala on September 21 and 65th Birthday Concert on September 22. Your company’s support of Nine will be prominently featured before, during, and after both events. Public television audiences see organizations that are affiliated with Nine Network as concerned about and contributing to the community.

Proceeds from the gala benefit the Nine Network, a 501c(3) non-profit organization. Contributions are tax deductible to the fullest extent allowable by law less the fair market value of $140.00 per guest. Please consult your tax or legal advisor(s) for more information.
MULTI-PLATINUM SPONSOR – $36,500

ON AIR
• Minimum of 100 (30 second) sponsor-tagged (logo) promos to air on the Nine Network

ONLINE
• Recognition as Multi-Platinum sponsor throughout nineNet.org, including home page, corporate sponsorship page, and online ticketing page
• Recognition as Multi-Platinum sponsor in monthly e-highlights (electronic newsletter) (circulation: 77,000)
• Recognition as Multi-Platinum sponsor on Nine Network and Pioneer Spirit Gala social media platforms (total followers: 41,000)

PRINT
• Prominent sponsor-supplied half-page ad in Pioneer Spirit Gala event program
• Recognition as Multi-Platinum sponsor in Nine Magazine (circulation: 34,000)
• Acknowledgment in media release
• Recognition as Multi-Platinum sponsor on signage and marketing collateral
• Multi-Platinum sponsor listing in gala event program

EVENT
• Verbal recognition as Multi-Platinum sponsor at Pioneer Spirit Gala
• Premium seating for 10 guests (1 table of 10) at Pioneer Spirit Gala (names required for reserved seating), including 4 tickets to the VIP reception.
• Priority seating for 4 guests at Nine Network’s 65th birthday party on September 22 (names required for reserved seating), including 2 tickets to the VIP reception with meet and greet

ESTIMATED IMPRESSIONS: 985,142

 Requires customization for financial/banking service providers.

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**PLATINUM SPONSOR – $10,650**

**ONLINE**
- Recognition as Platinum sponsor throughout nineNet.org, including home page, corporate sponsorship page, and online ticketing page
- Recognition as Platinum sponsor in monthly e-highlights (electronic newsletter) (circulation: 77,000)
- Recognition as Platinum sponsor on Nine Network and Pioneer Spirit Gala social media platforms (total followers: 41,000)

**PRINT**
- Prominent sponsor-supplied half-page ad in gala event program
- Recognition as Platinum Sponsor in Nine Magazine (circulation: 34,000)
- Acknowledgment in media release
- Recognition as Platinum sponsor on signage and marketing collateral
- Platinum sponsor listing in gala event program

**EVENT**
- Premium seating for 10 guests (1 table of 10) at Pioneer Spirit Gala (names required for reserved seating), including 2 tickets to the VIP reception
- Priority seating for 4 guests at Nine Network’s 65th birthday party on September 22 (names required for reserved seating), including 2 tickets to the VIP reception with meet and greet

**ESTIMATED IMPRESSIONS: 279,064**
Requires customization for financial/banking service providers.

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GOLD SPONSOR – $6,500

ONLINE
• Recognition as Gold sponsor on Nine Network and Pioneer Spirit Gala social media platforms (total followers: 41,000)
• Recognition as Gold sponsor throughout nineNet.org, including home page, corporate sponsorship page, and online ticketing page

PRINT
• Recognition as Gold sponsor in Nine Magazine (circulation: 34,000)
• Recognition as Gold sponsor on signage and marketing collateral
• Gold sponsor listing in gala event program

EVENT
• Premium seating for 10 guests (1 table of 10) at Pioneer Spirit Gala (names required for reserved seating)
• Priority seating for 2 guests at Nine Network’s 65th birthday party on September 22 (names required for reserved seating), including 2 tickets to the VIP reception, with meet and greet

ESTIMATED IMPRESSIONS: 210,064
Requires customization for financial/banking service providers.

GALA TABLE SPONSOR – $2,650

PRINT
• Recognition as gala table sponsor on signage and marketing collateral
• Gala table sponsor listing in gala event program

EVENT
• Seating for 10 guests (1 table of 10) at Pioneer Spirit Gala (names required for reserved seating)

Requires customization for financial/banking service providers.

GALA VIP TICKET – $650
1 ticket to the VIP reception and Pioneer Spirit Gala

GALA INDIVIDUAL TICKET – $265
1 ticket to Pioneer Spirit Gala

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Proceeds from the gala benefit the Nine Network, a 501c(3) non-profit organization. Contributions are tax deductible to the fullest extent allowable by law less the fair market value of $140.00 per guest. Please consult your tax or legal advisor(s) for more information.
2019 GALA HEADLINER – MARTY STUART

Marty Stuart was interviewed for and appears extensively throughout Ken Burn’s Country Music. He is a five-time Grammy winner, platinum recording artist, Lifetime Achievement Award recipient from the Americana Music Association, Grand Ole Opry star, country music archivist, photographer, musician, and songwriter.

Since starting out singing gospel as a child, Stuart has spent over four decades celebrating American roots music. His teenage years on tour with bluegrass legend Lester Flatt in the ‘70s were followed by six years in Johnny Cash’s band in the ‘80s, and a chart-topping tenure as a solo artist in the ‘90s. Stuart hosts a Late Night Jam at The Ryman, a yearly tradition which kicks off the CMA Music Festival.

He recently announced plans for The Marty Stuart Congress of Country Music (MSCCM) in Philadelphia, Mississippi, which will celebrate the rich cultural heritage of country music through live musical performance and educational programming.

Stuart continues to record and release keenly relevant music, records that honor country’s rich legacy, while advancing it into the future. Way Out West, his 18th studio album, hits both of those marks.

Growing up in Mississippi, Stuart was taken by the mystique of California: the culture, the movies and especially the music. “Everything that came out of California captivated my kid mind in Mississippi,” he says. “It seemed like a fantasy land. Way Out West is a love letter to that.”

When it comes to transforming country songs into tangible experience, Stuart has a secret weapon: His Fabulous Superlatives. Made up of guitarist Kenny Vaughan, drummer Harry Stinson and new member, bassist Chris Scruggs, the Superlatives are an extension of Stuart himself.

65TH BIRTHDAY PARTY & CONCERT

For 65 years, Nine Network has told the stories of our region. We are celebrating this milestone with a country music birthday concert at the Sheldon Concert Hall on Sunday, September 22. Details on the performers are forthcoming. All proceeds will benefit Nine Network.

Your company’s support of Nine will be prominently displayed at the Sheldon for up to 700 people to see. Audiences see organizations that are affiliated with public television as concerned about and contributing to the community.
For questions or to request a proposal, please contact:

Dean H. Mutter, VP/Chief Development Officer
(314) 512-9124 | dmutter@ketc.org

Angie Carr, Director of Community Impact and Shared Experiences
(314) 512-9021 | acarr@ketc.org
RESERVATION FORM

Please choose your level of support.

Sponsorships

Diamond Sponsor .................. ❏ $65,000
Multi-Platinum Sponsor ...... ❏ $36,500
Platinum Sponsor ............... ❏ $10,650
Gold Sponsor .................... ❏ $6,500
Table Sponsor ................... ❏ $2,650

Gala Tickets

VIP Ticket ....................... ❏ $650 each   # of VIP Tickets ___________
Individual Ticket ............. ❏ $265 each   # of Individual Tickets ___________

General Support

Though I cannot attend, please accept my contribution of $ ______________________________

Contact Information

Individual(s) __________________________________________________________________________
Corporation/Organization ______________________________________________________________
Address ________________________________________________________________________________
City _______________________________________ State ___________ Zip ______________________
Phone ____________________________ Email _____________________________________________

Payment Information

❏ Please invoice me for payment.
❏ Check is enclosed for $_________________ payable to Nine Network
❏ Charge $_________________ to my: ❏ Visa ❏ MasterCard ❏ Discover ❏ American Express
Cardholder Name (as shown on card) _____________________________________________________
Credit Card Number _________________________________________ Security Code __________________
Expiration Date (mm/yy) _______________________________________________________________
Cardholder Zip Code (from credit card billing address) ________________________________

Please Return To:
Nine Network of Public Media
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(314) 512-9021 • acarr@ketc.org