

BEYOND THE STRIP. BEHIND THE NEON.
A LAS VEGAS STORY LIKE NO OTHER.

PARKWAY OF BROKEN DREAMS

A FILM BY PJ PEREZ

**Spring 2022 National Public Television Broadcast
Sponsorship Proposal**



PKWY MEDIA

parkwayofbrokendreams.com

PARKWAY OF BROKEN DREAMS

Parkway of Broken Dreams—a feature-length documentary by journalist-turned-filmmaker Pj Perez that tells the story of how a scrappy group of artists, poets, musicians, DJs and entrepreneurs built a thriving, influential, and short-lived arts scene along one stretch of road in Las Vegas during the population boom of the 1990s—**will be airing on public television stations nationwide beginning March 2022.**

Through a combination of rare archival video, dozens of filmed interviews, and new footage, *Parkway of Broken Dreams* documents the rise of UNLV-adjacent Maryland Parkway as a thriving center of cultural activity from the late 1980s to mid-1990s. As alternative culture rose to prominence nationwide, it took hold in Las Vegas on this one thoroughfare, where both college students and the city's creative class came to study, socialize, dine and shop—packing independent coffee shops and record stores, filling bars and makeshift music venues, and listening to UNLV's student-run radio station, KUNV, which provided the aural connective tissue for the whole scene. The film follows how as the 21st century dawned, the scene dissipated and relocated due to a variety of factors—including the rise of the downtown Arts District, the growth of online social networks, and the end of KUNV's award-winning "Rock Avenue" programming—but not before helping to birth the careers of prominent contributors to the cultural world inside and outside of Las Vegas—including multi-platinum recording artist The Killers.

A limited number of sponsorship opportunities are available for this national broadcast, which will be made **available to almost 350 public television stations in 200-plus media markets, reaching potentially 100 million-plus households.** This is a unique opportunity to reach an engaged, informed, and worldly audience that will see and hear your message—right up front at the start of the broadcast, with your sponsorship mentioned on screen again at the end.

We appreciate you taking the time to consider sponsorship of this broadcast. By supporting the distribution of *Parkway of Broken Dreams* to a wider audience, you will not only be able to put your brand broadly in front of an influential audience, but also help the world discover an unexpected side of Las Vegas culture.

Best,



Pj Perez
Producer/Director, *Parkway of Broken Dreams*
702-856-9841
pj@pjperez.com

PARKWAY OF BROKEN DREAMS

THE PUBLIC TELEVISION AUDIENCE

211 Public Television Markets

341 PBS Member Stations

121 million households

The **POWER** of sponsoring programs that air on public television stations:

- Engaged audience that will see your message
- Fewer interruptions - 15 times fewer spots than commercial TV, so your message stands out
- Public TV core audiences are curious and crave knowledge, striving to keep up to date. Well traveled and environmentally conscious, they are active in the community

PBS Viewers Enjoy the Finer Things in Life

- 50% more likely to have over \$150k in retirement saving
- 25% more likely to have used housekeeping services 67% more likely to have 4+ massages a year
- 40% more likely to spend at least \$5k on vacation this year
- 27% more likely to shop 2+ a year at SAKS, Dillards, & Nordstroms

PBS Viewers are Food Lovers

- 16% more likely to spend on Fine Dining while on trips
- 17% more likely to prefer fresh cooking to canned 25% more likely to buy foods produced locally 15% consider selves home cooking virtuosos

PBS Viewers Love to Travel

- 45% more likely to take 3+ vacations
- 16% more likely to enjoy fine dining on vacation 36% more likely to take at least 1 cruise
- 49% more likely to spend at least \$6k
- 48% more likely to engage a travel agent

PBS Viewers are Health Conscious

- 42% more likely to consult a pharmacist 39% more likely to go for check-ups 21% more likely to visit a drug website
- 27% more likely to take Rx drugs even if insurance doesn't cover it
- 21% more likely to discuss an ad with a doctor 17% more likely to have life insurance policies

PARKWAY OF BROKEN DREAMS

SPONSORSHIP OPPORTUNITIES

A limited number of underwriting spots total are available for individuals, organizations or businesses to demonstrate their support of this broadcast, in durations of **up to 15 seconds (:15)**. Each spot will appear at the top of the program and include your logo or key art, accompanied by a custom voiceover message. Each funder will also be highlighted again in the end credits of the broadcast. **Name-only acknowledgments** (“additional support provided by...”) are also available, which can provide brand exposure to organizations and individuals working with smaller budgets.

- **Name-Only:** \$1000
- **10 (:10) Seconds Message:** \$2,500
- **15 (:15) Seconds Message:** \$3,000

We are excited to find the right sponsorship opportunity for your business and budget. To discuss underwriting rates, please contact Pj Perez at (702) 856-9841 or pj@pjperez.com. **The deadline to lock in your sponsorship for this broadcast is December 23, 2021.**

Your sponsorship message can be used to:

- Describe Your Business Philosophy
- Give A Description Of Your Services
- Communicate Your Company Mission
- Highlight Your Commitment To Supporting Independent Film

Your message may include:

- Brand and Trade Names (may only be mentioned once)
- Value-Neutral Product or Service Listings (up to five products or services total)
- Non Promotional Corporate Slogans
- General Business Location and Length Of Time In Business
- Website Address

Your message may *not* include:

- Promotional language
- Qualitative/subjective language or comparisons
- Price points
- Calls to action

All underwriting messaging is subject to review and approval by NETA Programming and may be edited to adhere to PBS underwriting standards.

PARKWAY OF BROKEN DREAMS

DETAILS

Genre: Documentary (History/Culture)

PBS Runtime: 58 minutes

Production Company: PKWY Media

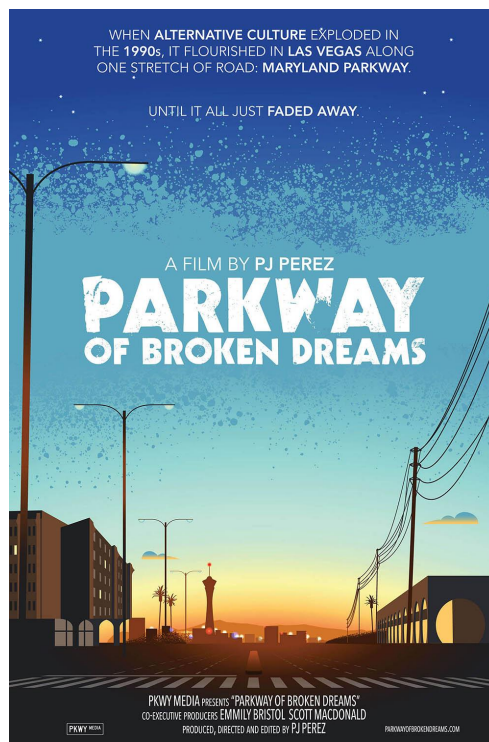
Production Budget: ~\$25,000 USD

Country of Origin: United States

Language: English

Shooting Format: Digital, Color

Aspect Ratio: 16:9



CREDITS

Produced, Directed and Edited by: Pj Perez

Co-Executive Producers: Emmily Bristol, Scott MacDonald

AWARDS

Audience Award - Best Documentary, Silver State Film Festival
10 Degrees Hotter Award - Documentary Feature, The Valley Film Festival

View the Electronic Press Kit: bit.ly/parkway-epk



September 7, 2021

To whom it may concern:

NETA is pleased to confirm that, barring unforeseen problems, we will distribute PARKWAY OF BROKEN DREAMS for PKWY Media LLC. We believe this is a high-quality production on a topic of interest to public television audiences.

At this time, NETA distribution will ensure that this program will be available to virtually all public television stations in the United States.

Please feel free to contact us directly if you have any questions regarding NETA distribution. Also, please visit our website at www.netaonline.org.

Regards,

A handwritten signature in black ink, appearing to read "Bob Petts", written in a cursive style.

Bob Petts, Director of Content and Digital Strategy
NETA
803-978-1566
bob@netaonline.org