

News

For Immediate Release

Acclaimed PBS Drama Series MASTERPIECE Available for National Corporate Sponsorship

Opportunity includes final season of Downton Abbey, new Sherlock special

(Boston, MA – July 20, 2015) For the first time in more than three years, public television's highest-rated drama series MASTERPIECE has an opening for one new national sponsor. Produced by WGBH Boston, the public television series will be premiering new titles along with the highly anticipated finale of *Downton Abbey*.

Just nominated for seventeen 2015 Emmy Awards, MASTERPIECE has broadened its popularity with audiences with hits like *Downton Abbey* and *Sherlock*. The new sponsorship will include a new special episode of *Sherlock* with Benedict Cumberbatch; the sweeping romantic saga *Poldark*; *Mr. Selfridge* starring Jeremy Piven; and the new epic drama *Indian Summers*, all in addition to the finale of *Downton Abbey*.

"We are excited about bringing this opportunity to the marketplace," says Suzanne Zellner, VP of Sales, Sponsorship Group for Public Television at WGBH. "Last year's season of *Downton Abbey* reached over 25 million viewers, a passionate and loyal audience that supports the sponsors who help bring them this outstanding content. We expect this final season to be an even bigger success, followed by more great drama on MASTERPIECE."

Premiering in January, *Downton Abbey's* sixth and final season will deliver all the drama and intrigue viewers have come to expect. Sponsors will be able to take advantage of the special cast events, screenings and other high-profile activities for the finale nationwide.

The new MASTERPIECE corporate sponsor will join Viking River Cruises as one of two sponsors of the series.

For corporate sponsorship information contact Suzanne Zellner,
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About the Sponsorship Group for Public Television

The Sponsorship Group for Public Television represents the best sponsorships on PBS, with national program inventory from WGBH Boston and other producers of quality public television programs, across all genres. For more information on this or other PBS sponsorship opportunities, contact the Sponsorship Group for Public Television at 800-886-9364, email sgptv@wgbh.org or visit sgptv.org.

About Masterpiece

ABOUT MASTERPIECE

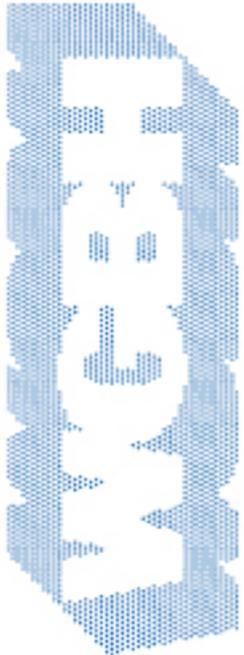
The jewel in the PBS crown, MASTERPIECE debuted in 1971 and quickly ignited Americans' passion for great British drama. Then as now there was much to look forward to: *Upstairs, Downstairs*, *I, Claudius*, *The House of Cards* trilogy, *Prime Suspect*, *Inspector Morse*, *Little Dorrit*, and *The Complete Jane Austen* all aired in the iconic Sunday night at 9pm time slot. Recent hits such as *Downton Abbey* and *Sherlock* have revitalized interest among longtime fans and captivated a new generation of young viewers. Today MASTERPIECE is the top-rated primetime show on PBS, and one of the most honored in television history—with 75 Emmy Awards, 18 Peabody Awards, 5 Golden Globe Awards, 3 Screen Actors Guild Awards, and 2 Academy Award nominations. MASTERPIECE is presented on PBS by WGBH Boston. Rebecca Eaton is Executive Producer.

About WGBH

WGBH Boston is America's preeminent public broadcaster and the largest producer of PBS content for TV and the Web. Television channels include WGBH 2, WGBX 44, and the digital channels World and Create. WGBH Radio serves listeners across New England with 89.7 WGBH Boston's Local NPR®; 99.5 WCRB; and WCAI, the Cape and Islands NPR® Station. Find more information at wgbh.org.

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