

## ABOUT PLANET GRANITE

The initiative highlights personal and business activities that advance sustainability practices.

**PLANET GRANITE** includes educational and engagement elements to encourage involvement by individuals, communities, schools, and businesses. Multi-media content is distributed via broadcast of national PBS and locally focused programs, online, and social media.

## PROJECT GOALS

- Help people make informed choices about sustainability practices
- Connect individuals, communities, schools and businesses to regional and national opportunities
- Raise awareness and stimulate dialogue in our communities
- Encourage practical and achievable behavior changes

## PROJECT ELEMENTS

**On-Air** PLANET GRANITE micro-series: series of 8 message breaks (approx. one minute) that profile or highlight individuals, organizations, businesses and communities engaging in sustainable/green practices or natural resource usage and consumption choices.

**Online** PLANET GRANITE website includes practical information, links to local/national resources for adults, children and educators, plus streaming video of PLANET GRANITE micro-series and a comment feature.

## Community Engagement

Workshops and family nights extend PLANET GRANITE's message into schools and the community.

## SPONSORSHIP

### MULTI-MEDIA MARKETING EXPOSURE

#### GREENEST SPONSORSHIP / \$10,000

- **NHPTV PRIME & NHPTV EXPLORE:** NHPTV will produce a 15-second spot for your company to be aired 2 times each week for one year around PBS and local programming related to the PLANET GRANITE theme, as well as ROS in primetime.
- **WEB:** Your company's logo linked on PLANET GRANITE website
- **MICRO-SERIES:** Company logo and tagline, (3-5 second audio message) "exclusively" on 250 message-breaks
- **PRINT:** Company logo will appear on print materials distributed at PLANET GRANITE educational and community engagement events for one year

#### GREENER SPONSORSHIP / \$5,000

- **NHPTV PRIME & NHPTV EXPLORE:** NHPTV will produce a 15-second spot for your company to be aired 1 time each week for one year (52 spots total) around PLANET GRANITE themed programming.
- **WEB:** Linked company logo on the Planet Granite website
- **MICRO-SERIES:** Company logo and tagline (3-5 second audio message) "exclusively" on 125 message-breaks
- **PRINT:** Company logo will appear on print materials distributed at PLANET GRANITE educational and community engagement events for one year

#### GREEN SPONSORSHIP / \$2,500

- **NHPTV PRIME & NHPTV EXPLORE:** NHPTV will produce a 15-second spot for your company to be aired 1 time each week for 26 weeks (26 spots total) around PLANET GRANITE themed programming.
- **WEB:** Linked company logo on the Planet Granite website
- **MICRO-SERIES:** Company logo and tagline (3-5 second audio message) "exclusively" on 50 message-breaks
- **PRINT:** Company logo will appear on print materials distributed at PLANET GRANITE educational and community engagement events for one year

[4/2014]

Watch the **PLANET GRANITE** "green minutes" that spotlight NH schools, communities, and businesses/organizations that are walkin' the green talk! Catch up on NH Outlook **PLANET GRANITE** specials anytime at [nhptv.org/planetgranite](http://nhptv.org/planetgranite)

<b>Sustain</b> .....	Sara Cleaves from the UNH Office of Sustainability explains what "sustainability" means and how it applies in our communities.
<b>Empower</b> .....	The Plymouth Area Renewable Energy Initiative (PAREI) and local volunteers make installing home solar units affordable.
<b>Buy Local</b> .....	How local economies benefit from selling and buying locally made and "green" products ("10% Shift"); also, the Simply Green gas station/convenience store in Dover sells green/local products and bio-diesel/bio-fuel
<b>Re-Think</b> .....	Lindt Chocolate supplies cocoa bean shells to PSNH's Schiller power plant, providing sweet energy for NH!
<b>Weatherize</b> .....	Andy Gray from the NH Office of Energy and Planning demonstrates simple, inexpensive ways for homeowners to save energy and money.
<b>Reduce</b> .....	Plymouth State University reduces food, water and energy waste by simply taking away trays from its cafeterias.
<b>Re-New</b> .....	Visit NH's first modern wind farm in Lempster, consisting of 12 windmills.
<b>Reconsider</b> .....	Explore the benefits of hybrid vehicles used by the NH Dept. of Environmental Services.
<b>Respond and Recover</b>	Stonyfield Farm talks about being environmentally responsible and profitable, and their "from farm to spoon" practices.
<b>Choose</b> .....	John Aber from UNH explains carbon dioxide and the difference between biomass carbons and fossil fuel carbons (aka greenhouse gases).
<b>Go For It</b> .....	Local Energy Committees, such as one in Sanbornton, help make communities greener by saving energy as well as money. The Hodgson Brook Watershed Coordinator shares the benefits of conserving water with rain barrels.
<b>Recycling</b> .....	<p><b>Trash 2 Treasure.</b> Started by UNH students Alex Freid and Emily Spognardi in 2011, Trash 2 Treasure is the first student-led, self-sustaining campus waste reduction program in the country. In just three years, the program has diverted 100 tons of waste from landfills and made more than \$30,000. It's also donated five tons of food and clothing to local shelters.</p> <p><b>Seeing Clearly.</b> Have you ever wondered what becomes of the plastic in your recycling box? Harbor Eyecare Center in Portsmouth sells a line of eyeglasses made from recycled plastic and metals.</p> <p><b>All Those Bottles!</b> Foss Manufacturing of Hampton makes fabrics for seasonal carpets, automobiles, footwear and a whole lot more. More than 12 million plastic bottles are recycled into products at Foss every week, and 85 percent of their products are made from recycled plastic bottles.</p>