



## ***The Board: Chicago* - WGN Exclusive Broadcaster**

### **Narrative: Content With a Conscience**

WGN is breathing new life into the golden era of Special Event television, crafting a rare moment where families can gather together to enjoy a show again. *The Board: Chicago* offers an exclusive invitation to engage deeply and reconnect with meaningful, family-friendly content only on WGN. It's television that sparks heartfelt conversation, forges lasting memories and revives the magic of appointment viewing.

### **Exclusive Airing Rights - Can't be seen anywhere else**

WGN holds full exclusive, domestic, broadcast and digital rights to *The Board: Chicago*. Although *Hope Always Foundation* retains *The Board IP*, there will be no digital, streaming or YouTube distribution, making WGN the sole distributor of *The Board: Chicago*.

### **Branded Integration – Official Sponsor**

(1) One integrated “Official Sponsor” receives:

- "Presented by" branding in the episode open and promotional materials
- In-show product/service integration aligned with nonprofit stories
- On-screen logo placement, narrative mentions and co-branded segment features
- No competing sponsor categories during the episode  
(Premium rate due to full integration, exclusivity and community alignment)

### **18 Minutes of Commercial Inventory**

WGN controls 18 minutes of commercial airtime.

With exclusive content and local relevance, this inventory can be sold at a premium to:

- Local, Regional and Rand National advertisers
- Non-competing businesses of Official Sponsor
- Foundations or civic sponsors interested in social impact alignment
- Companies with strong Social Responsibility Departments
- Healthcare Industries

### **Total Estimated Gross Revenue per Episode**

Based on market CPMs and strategic sponsor packaging

Break	Min	Rate Per Min (Low)	RPM (High)	Total Value (Low)	Total Value (High)
Opening	6	\$6,000	\$8,000	\$36,000	\$48,000
Mid-Show	6	\$4,000	\$6,000	\$24,000	\$36,000
Closing	6	\$7,000	\$9,000	\$42,000	\$54,000
<b>TOTAL</b>	<b>18</b>			<b>\$102,000</b>	<b>\$138,000</b>



## **DISTRIBUTION & OWNERSHIP**

- *WGN* retains 95% of Ad revenue/25% of Licensing Fee/5% of Official Sponsor Fee
- *WGN* is Co-Producer, supplies studio, crew and guaranteed distribution
- ***“The Board”*** IP Solely Owned by *Hope Always Foundation*
- *Hope Always Foundation* retains creative direction/95% Official Sponsor fee/ 75% of Licensing Fee/5% of Ad Revenue
- Promotional airtime included across *WGN* news segments
- *WGN* is an Original Content Creator for Nexstar Media Group