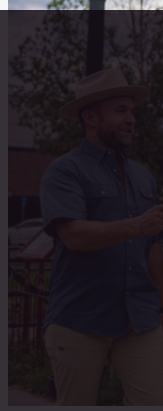


THE DAYTRIPPER COLORADO SPONSORSHIP



WE LOOK FORWARD TO WORKING WITH YOU!

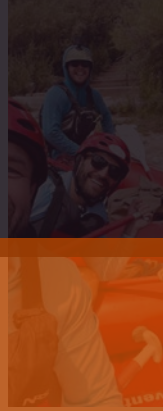
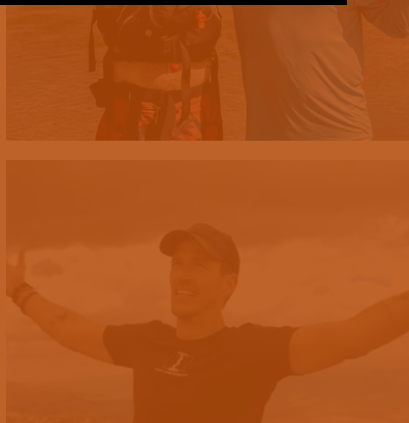


Commitment DEADLINE:

02/15/2025 for
DTCO S.1

Funds received DEADLINE:

03/15/2025





THE DAYTRIPPER COLORADO

HOW DID WE GET HERE?

The Daytripper: Colorado is inspired by The Daytripper Texas. Our mission is to inspire viewers to explore the lesser-known places and people in Colorado, and to appreciate the outdoors, food, and culture of Colorado by producing first-class content and fostering a community celebrating discovery and adventure.

We explore Colorado. We showcase the heart of Colorado – made in Colorado, by Coloradans, for Coloradans, and visitors. We bring attention to the people who make this state great, the places and businesses you never knew existed, and have a ton of fun along the way.

DEBUTING ON PBS12 in Colorado and selected markets nationally!





THE DAYTRIPPER COLORADO

WATCH THE PILOT TEASER: ESTES PARK, CO

Led by Emmy-winning producer and host Tom Brainerd, a 4th generation Coloradan, Daytripper Colorado is a fresh and engaging program that highlights the best of Colorado—made in Colorado, by Coloradans, for Coloradans (and visitors!). Whether it's uncovering a local eatery or venturing off the beaten path, we aim to shine a spotlight on the stories and places that often go unnoticed.





THE DAYTRIPPER COLORADO

ABOUT TOM

Tom Brainard is an Emmy-winning producer, who has produced and directed dozens of film and television shows for BBC, Discovery, AppleTV, PBS, and others, interviewing hundreds of celebrities, titans of industry, politicians and everyone in between.

On screen, Tom has appeared in studio films, on television, and even hosting some quirky travel shows! Tom is a 4th generation Coloradan. He lives in Boulder with his wife and two kids.



THE DAYTRIPPER COLORADO

TITLE SPONSOR

ALL IN!

Season 1: 4 episodes

Become a founding partner of what is sure to be nothing shy of a phenomenon - The Daytripper legacy brand. Join us as we venture into Colorado in our first brand expansion project!



- (2) 10-second spots built into all PBS episodes
 - Logo + hyperlink on thedaytripper.com
- Logo, hyperlink + content in monthly newsletter
- High-quality monthly social media post
 - Exclusivity in your brand category

20k



For more information, please contact: Development Director, Casey Chapman Ross, 512.784.8492

THE DAYTRIPPER: COLORADO

TIERED SPONSORS

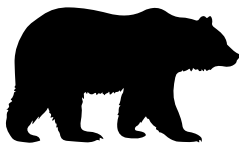
S1: 4 episodes

Let's Do This!



- (1) 10-second spots built into all PBS episodes
 - Logo + hyperlink on thedaytripper.com
- Logo, hyperlink + content in monthly newsletter
- High-quality monthly social media post

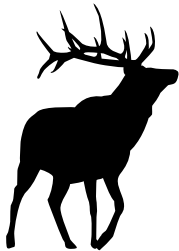
12k



Go Get 'Em!

- Logo + hyperlink on thedaytripper.com
- Logo, hyperlink + content in monthly newsletter
- High-quality monthly social media post

6k



Love You guys!

- Logo + hyperlink on thedaytripper.com
- Social media story

3k



For more information, please contact: Development Director, Casey Chapman Ross, 512.784.8492



LET'S WORK TOGETHER

LOOKING FORWARD TO HEARING FROM YOU!

We'd love to explore how Daytripper Colorado can collaborate with you to bring even more attention to the best of what Colorado has to offer. Let's set up a time to connect and discuss further.

