A new animated series for preschoolers is coming to PBS KIDS. Work It Out Wombats! follows a playful trio of marsupial siblings — Malik, Zadie, and Zeke — who live with their grandmother in a fantastical treehouse apartment complex. The Treeborhood is home to a diverse and quirky community of neighbors who just happen to be wombats, snakes, moose, kangaroos, iguanas, fish, tarsiers, and eagles! Each day drops a new challenge into the Wombats’ laps, requiring them to find, debug, fix, order (then re-order) — and create, test, and re-create when things don’t go according to plan. But thanks to their creativity and collaborative spirit, their sense of family, and the role they play within the larger Treeborhood community — as problem solvers, friends, and neighbors — the Wombats always win the day. With an educational focus on computational thinking, Work It Out Wombats! introduces preschoolers to a way of thinking that enables them to solve problems, express themselves, and accomplish tasks using the practices, processes, and ideas at the core of computer science, laying important groundwork for success in school and life.

Sponsors of Work It Out Wombats! reach families anywhere they choose to consume content

Work It Out Wombats! is a multiplatform project. In addition to broadcast on linear TV and the PBS KIDS 24/7 channel, content will stream on PBSKIDS.org, the PBS KIDS app, and on PBS KIDS apps on OTT/Connected TV platforms. Additional Work It Out Wombats! content will be created to engage kids and families with the Treeborhood community, including digital games and activity sheets on PBSKIDS.org, support materials and activities for caregivers on the PBS KIDS for Parents website, educational materials for kids age 3–6 on PBS LearningMedia, and a new podcast series!

Work It Out Wombats! by the Numbers

• Kids 2–5: 0.9/138
• Kids 2–11: 0.5/205
• Kids 4–8: 0.6/110
• W18–49 with kids<12: 0.3/79

Source: Nielsen NTI Live+7, 10/20–9/21; based on similar PBS KIDS programming
Sponsorship aligns brands with series content on multiple platforms

VIDEO

- **Linear TV**
  - Two 15-second on-air spots per broadcast at the open and close of each episode
  - National sponsorship is limited to a maximum of three non-competing sponsors

- **Streaming Video**
  - 15-second pre-roll on full episodes streaming on digital platforms (available for purchase)

- **PBS KIDS 24/7 Channel**
  - 15-second spots appear on series content on the PBS KIDS 24/7 channel, which streams on the PBS KIDS app, PBSKIDS.org, OTT platforms, and PBS stations websites, and airs on secondary “multi-channels” in select markets

ADDITIONAL BENEFITS

- Specially designed “proud sponsor” tune-in logo available for a sponsor’s use on packaging, promotional items, etc. (pending approval)

- Acknowledgment in all GBH-generated publicity materials created during the sponsorship term

- Logo on packaging on new *Work It Out Wombats!* DVDs created during the sponsorship term, pending deadlines (sponsor responsible for clearing assets in perpetuity)

- Opportunity to use select *Work It Out Wombats!* artwork for 90-day on-pack or point-of-purchase promotion (pending series approval)

DIGITAL

- **On PBSKIDS.org**
  - Linked logo on every page of the series site
  - 10-second drop down linked logo on full *Work It Out Wombats!* episodes (on PBS KIDS video player only)
  - Custom bridge page with sponsor message targeting parents

- **On PBS KIDS for Parents (pbs.org/parents)**
  - Opportunity to purchase display banners, including banners that appear on Spanish-language pages on the PBS KIDS for Parents website
  - Special “Corporate Sponsors” section on series page, with text and link
  - Linked logo throughout the series pages

- Sponsors receive recognition on *Work It Out Wombats!* collection pages on PBSLearningMedia.org, which provides educational content to teachers

PODCASTS

- 15-second announcer-read sponsor messages
- Sponsors receive pre-roll and post-roll positions

SOCIAL MEDIA

- Engagement on social media platforms
- *Work It Out Wombats!* will provide content to share on sponsor’s social media pages

*Benefits may vary based on availability and investment level.

Contact us

The Sponsorship Group for Public Television represents the best sponsorships on PBS, with national inventory from GBH Boston and other quality public media content 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.