



VisionKeepers

Leaving the World a Better Place



The Vision

VISIONKEEPERS is a six-part public television series exploring how individuals and organizations across the country are leaving the world a better place than they found it. These “VisionKeepers” look to the mindset of past generations for inspiration; to an era when a simpler lifestyle provided a more sustainable model for using our resources.

Filmed in Oregon, Georgia, South Carolina, Missouri, and Texas, in Season One, the series travels the country seeking out a diverse range of people and businesses whose work is having positive **environmental, economic,** and **social impacts** on their communities.



“Having a contagious idea requires awareness of that idea. Any company, manufacturer or idea generator needs a platform to share their ideas in a visually stimulating way. This show helps that.”

WILLIAM PADDOCK
WAP Sustainability Consulting



Launching in 2018

The VISIONKEEPERS series premieres in Spring 2018 – distributed through American Public Television (check local listings). A companion podcast exploring additional stories of sustainability beyond the television broadcast is also planned for 2018.

See a 90 second trailer: [Click Here >](#)

FEATURED STORIES IN SEASON ONE:

Cooperation in Charleston: In South Carolina, the green roof revolution is taking off; the Good Farming initiative is educating communities on the benefits of supporting local farms; and an innovative bridge is helping to protect the marshland ecosystem.

Pipe Dreams – Gray to Green: In Atlanta, GA and Portland, OR, replacing traditional pipework processing with “green” infrastructure, along with new legislation, has transformed storm water management with stunning environmental and community benefits.

Reclaiming and Rebuilding: In Oregon, two non-profits build community from a culture of second chances – one with mentor programs that turn lives around after hardship, and another that salvages and re-sells used building materials to benefit the community.

Programming a Smarter City: In Kansas City, MO, a revolution of integrated technology is poised to enhance livability throughout the city and its workplaces, with responsive, real-time solutions to transportation, communication and a host of other issues.

Beyond Business as Usual: In Atlanta, a manufacturing company becomes an advocate for the earth, making community education a key part of their mission and transforming their production process without sacrificing profits.

Cultivating a Community: In Austin, TX, Barton Springs’ successful blend of public playground and federally protected habitat has allowed them to create a variety of programs geared toward families and children, promoting healthy, sustainable lifestyles.

“Dan really wants the world to care and feel empowered to make a difference.”

JOANNE CHU
EcoEthos Solutions



VisionKeepers Host Dan Bärham

Creator and host of VISIONKEEPERS, Dan Bärham grew up in Southampton County, Virginia, and was raised to respect the land and its resources. Reaching a crossroads in his successful career in land management and investment advising, Bärham accepted a job in Germany – and discovered how a more sustainable and conservation-minded outlook can make an enormous impact on the livability of communities and the health of the environment.

At the end of each episode, Bärham asks,
**“WE ALL LEAVE A PRINT ON THIS WORLD.
WHAT WILL YOURS BE?”™**

Motivated to change his own habits and share his experiences with others, Bärham returned to the U.S. determined to find creative ways to promote conservation and sustainability in the States. His VISIONKEEPERS series for public television demonstrates how each of us has a role in making the change that’s needed to preserve our country’s resources and create healthier, happier communities.

An aerial photograph of a green roof on a brick building. The roof is covered in various green plants and yellow wildflowers. A large blue semi-transparent rectangle is overlaid on the right side of the image, containing white text. In the background, there are trees and other buildings.

“Our [humanity’s] success in the 21st century will be predicated upon our ability to see ourselves in others. VisionKeepers will help provide inspiration to others to build community, to work for the greater good, to work to see themselves in others.”

STEPHEN REICHARD

The ReBuilding Center



AUDIENCE

Who's Watching Public Television?

Public television's lifestyle shows attract viewers who are affluent, energetic and socially conscious. They enjoy travel, eating out and cultural activities.

- 33% of adult public television viewers are college educated
- 81% agree that investing for the future is important
- 57% are fascinated by new technology

Public broadcasting viewers pay 3x more attention to sponsors' messages and are nearly 3x more likely to purchase a product or service from sponsors than from advertisers on cable or broadcast networks

Public broadcasting is consistently rated as a highly trusted national institution

Public broadcasting ranks #5 in primetime among broadcast and cable networks

During primetime, public television garners more viewers than A&E, Bravo, TLC, Discovery Channel and HGTV

81% of viewers agree that public television is selective about the businesses and products that can advertise on its stations

82%
of all U.S. television
households are public
television viewers

(Sources: Nielsen NPower, MRI GfK Doublebase 2016; PBS Sponsorship Study: Audience Attributes and Behaviors, City Square Associates, March 2015 - PBS website)

"VisionKeepers and American Public Television are safe havens for educating, inspiring, and making viewers aware that they can be part of a change for good."

LAURA JONES
CEO, Regent Power, LLC



“I think America is ready to view sustainability through fresh lenses. America is also ready for optimism and solutions. I’m excited to see what’s already being done to change the world and ready to be inspired by new ideas that I can share with others.”

JARAMI D. BOND
Interface, Inc.

SPONSORSHIP OPPORTUNITIES

VISIONKEEPERS will work with you to create a sponsorship package that aligns perfectly with your outreach goals.

Sponsorship opportunities for an entire season begin at \$10,000. We'll develop a fully customized package based upon your needs, interests, demographic and budget, which may include:

- | A sponsorship message at the top and bottom of each broadcast episode remaining in place throughout the series' entire first-run North American broadcast life (3 years)
- | Sponsor's branding and/or messaging incorporated into opening and closing sponsorship pods for each broadcast episode
- | Sponsor recognition on all media platforms
- | Category exclusivity at any sponsorship level across multimedia platforms
- | The opportunity to furnish a prize product or service in response to online contests and drawings
- | Speaking opportunities by VISIONKEEPERS creator and host Dan Bärham (travel and expenses not included)

Creative options for additional promotional opportunities are always possible.



**We all leave a print on this world.
What will yours be?™**



LET'S TALK ABOUT WHAT WE CAN DO TOGETHER!

To plan your sponsorship opportunity or learn more,
please contact Dan Bärham at Dan@VisionKeepersTV.com

or 404-987-0117.

See our 90 second trailer: [Click here.](#)

