



Cancer: The Emperor of All Maladies is a three-part, six-hour major television event presented by documentary filmmaker Ken Burns. Based on the 2010 Pulitzer Prize-winning book, *The Emperor of All Maladies: A Biography of Cancer* by Siddhartha Mukherjee, the series is the most comprehensive documentary on a single disease ever made.

This “biography” of cancer covers its first documented appearances thousands of years ago through the epic battles in the 20th century to cure, control, and conquer it, to a radical new understanding of its essence. The series also features the current status of cancer knowledge and treatment –the dawn of an era in which cancer may become a chronic or curable illness rather than its historic death sentence in some forms.

Sponsorship of Ken Burns’ Cancer: The Emperor of All Maladies

\$500.00

Free Community Screening

- March 26 • 7PM • WKAR Studio A

Program Air Dates

- Monday, March 30 • 9-11 PM
- Tuesday, March 31 • 9-11 PM
- Wednesday, April 1 • 9-11 PM

Other Cancer Related Programs

March 30 • 11:00 & 11:30 PM

- Cancer the Emperor of All Maladies: A Conversation
- Kids Rock Cancer

March 31 • 11:00 PM

- The Antibody: It’s Never Too Late to Panic
- April 1 • 11:00 PM
- No Evidence of Disease • 11:00 PM

What Your Business Will Receive:

- 20-second underwriting sponsorship before or after each of the 3 airings of the program and on one of the other Cancer related programs
- Category exclusivity in given break
- Mention as show sponsor on social media, press release, and website
- Opportunity for booth at free community screening on March 26, in WKAR Studios
- All sponsorships must meet FCC guidelines and begin with “WKAR is supported by”
- Not only are you getting a great reach you are also supporting your public TV station and will receive a tax receipt for your contribution to WKAR from Michigan State University
- WKAR will produce and/or edit your TV spot at no additional cost

Deadline: March 18, 2015

To Reserve Your Spot Contact

Melissa Nay

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