

the
Henry
Ford®

Take it forward.™

The Henry Ford's Innovation Nation

Broadcast TV series premiering fall 2014



Nationally televised on



The Henry Ford has partnered with Litton Entertainment, a leading independent production and distribution company, to produce a STEM (Science, Technology, Engineering, Math) education-based, nationally televised series to inspire youth and fuel the spirit of American innovation.

The Henry Ford's Innovation Nation tells the stories of historic innovations and the men and women behind them who have improved the way we live and changed our world. The Henry Ford's unparalleled collection will serve as a springboard for the subject matter. A high-profile broadcast personality will host, and experienced field correspondents will guide the viewer through in-depth and fascinating reports.

The intent of *Innovation Nation* is to stimulate curiosity and inspire audiences with entertaining yet educational stories about today's visionaries, turning points that changed the course of history, accidental innovations, inventions that changed the world and junior geniuses. This television experience will both entertain and help families better appreciate the science and engineering that touches their lives everyday.

The program will air for 52 weeks with 26 original episodes on Saturday morning between 9 a.m. and noon.

National Sponsorship Opportunities

Connect with large broadcast audiences with meaningful stories of innovation. Position your company as one of the leading innovators of today and demonstrate commitment to inspiring the next generation of great thinkers.

National Title Sponsor: One innovative brand will be fully aligned with the program, including custom sponsorship integration, on-air promotions, public relations, social media and digital extensions.

Segment Sponsors: A limited number of showcase brands will receive segment content integration, mentions/bumpers, promotions, product showcases within select segments.



Dean Kamen, Inventor and Humanitarian, demonstrates an iBOT stair-climbing wheelchair in his home. Kamen is one of many featured on The Henry Ford's OnInnovation.

THE HENRY FORD'S INNOVATION NATION CONTINUED

About The Henry Ford

As America's master storyteller, The Henry Ford uses authentic objects to share the traditions and stories of American innovation and the American experience. We connect the history of innovation with experiences and learning opportunities, bringing the past forward in interesting and engaging ways.

Located in Dearborn, Michigan, The Henry Ford is the cultural destination where people connect with America's history. A national historic landmark with five unique venues, unparalleled collections and world-class expertise, The Henry Ford is an internationally recognized destination and force for fueling the spirit of American innovation and inspiring a can-do culture.

About Litton Entertainment

Litton Entertainment is a privately owned company with corporate offices located across the country. As the preeminent independent distributor in the television industry, it is been producing and distributing quality programming for over 20 years.

Litton produces three hours of programming targeted to 13- to 16-year-olds and appealing to viewers of all ages. Litton's Family Adventures on ABC includes *Jack Hanna's Wild Countdown* and *Sea Rescue* with *Good Morning America's* Sam Champion. Litton also produces the *CBS Dream Team*.

For more information on how to partner with The Henry Ford, please contact:

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