

OPPORTUNITY
KNOCK\$
LIVE

America's Best Feel-Good Show
A National *Live The Show* Tour



EXPERIENCE OPPORTUNITY IN ACTION

A Movement That Brings Help, Builds Hope, and Drives Impact.

Opportunity Knocks Live brings the mission of America's Best Feel-Good Show off the screen and into communities across the country. This national tour connects families with trusted local resources, financial coaches, and mini-grants—turning inspiration into action, and television into transformation.

Part of the larger *Opportunity Knocks* movement, the live experience works hand in hand with the award-winning series on PBS and our digital Opportunity Tools—*The Opportunity Finder* and *The Opportunity Coach*. Together, these platforms break down barriers, reduce shame, and make financial empowerment feel possible and personal.

This deck focuses on *Opportunity Knocks Live*—its purpose, impact, and how you can help bring it to life in cities nationwide. Together, we're meeting people where they are, and moving them forward.



THE VISION

Partnering for Impact: *Opportunity Knocks Live*

Opportunity Knocks Live is more than a national tour—it's a legacy moment for host communities to change lives. Inspired by *Opportunity Knocks*, America's Best Feel-Good Reality Show on PBS, this one-day immersive experience begins its coast-to-coast journey in Tacoma, WA on 10/04/25 reaching 20 cities, 100 regional financial institutions, 20,000 participants, 1 million YouTube views, national and local news coverage and promotion by local PBS stations.

Hosted at convention centers and powered by community partners, the event offers financial coaching, career support, housing tools, and more—all within a fully guided, participant-first experience. What makes it truly unique is the live taping of *Opportunity Knocks* during the day, capturing the real stories of local families as they connect with life-changing resources. This isn't a typical resource fair—it's a nationally replicable model for economic mobility, rooted in dignity and belonging.



Opportunity Knocks Live

During the event, *Opportunity Knocks* will film a special episode highlighting pre-selected local families as they share their stories on the main stage, privately and respectfully, with our film crew.

We'll capture intimate, unscripted moments of transformation as trusted nonprofits and local partners are introduced—offering real solutions to real challenges. This powerful sequence will culminate in emotional, life-changing connections as families receive the support they need, and their journeys are honored on a national platform.

At strategic points throughout the day, event attendees will be invited to view portions of the taping—celebrating these moments of impact together as a community.

This special taping will spotlight the host cities as a leading city for a dignity-first innovation and community-driven impact.

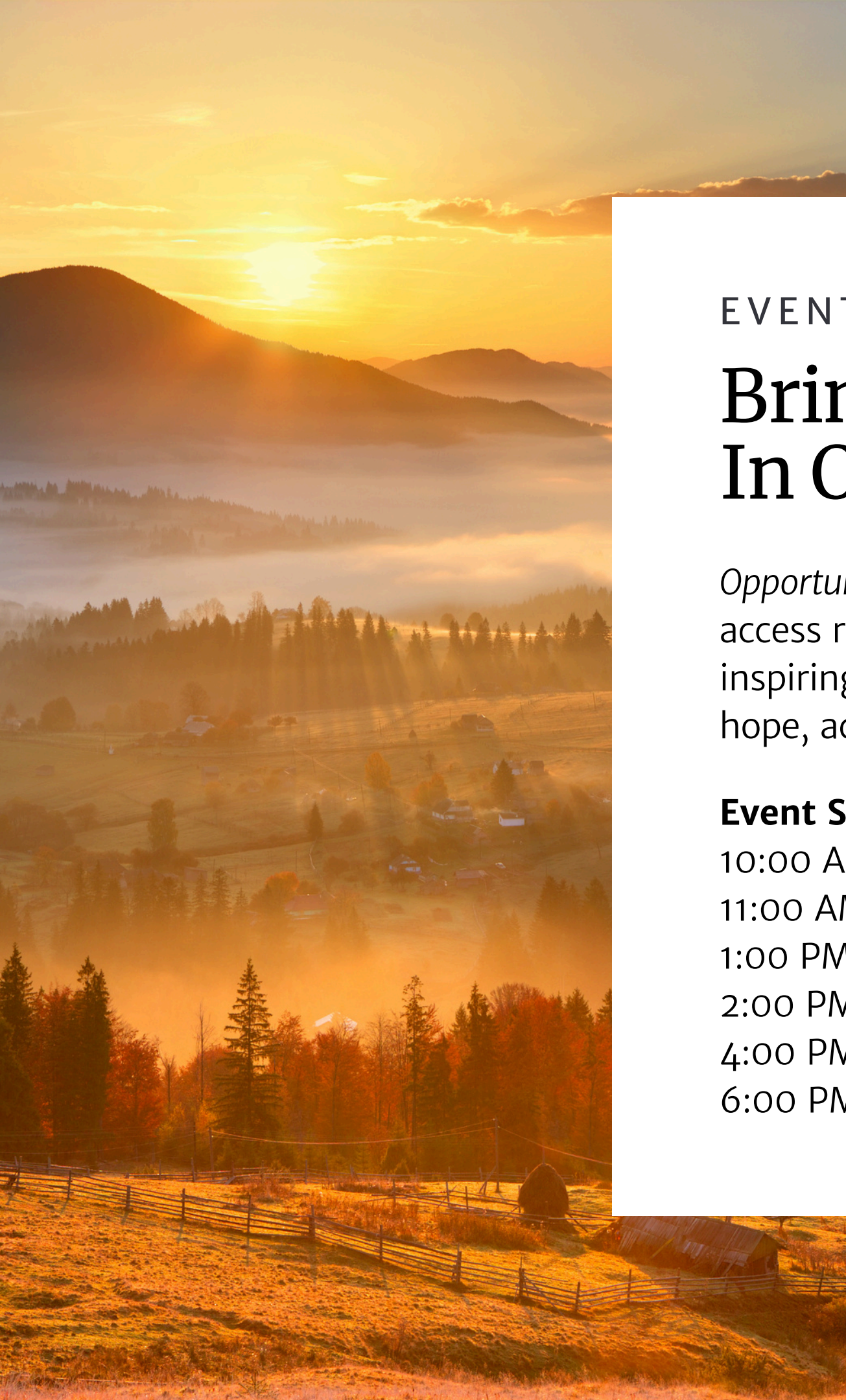
THE EVENT EXPERIENCE

Where Community Meets Opportunity.

Opportunity Knocks Live is more than a community event—it's a fully guided, all-in-one immersive experience designed to help people move from financial stress to stability, action, and hope.

Every detail has been intentionally built to support attendees through real challenges and toward real solutions. From inspiring speakers to practical support, this is where connection leads to change.

In this section, you'll see how the day is structured, what makes it unique, and how every touchpoint is designed with purpose.



EVENT OVERVIEW

Bringing Opportunity to Life— In One Powerful Day.

Opportunity Knocks Live is a full-day, fully guided experience where attendees access real solutions for real challenges. Through personalized support, inspiring stories, and hands-on services, this event turns financial stress into hope, action, and progress.

Event Schedule

10:00 AM – 6:00 PM

11:00 AM – 12:30 PM

1:00 PM – 2:00 PM

2:00 PM – 4:00 PM

4:00 PM – 5:30 PM

6:00 PM – 8:00 PM

Doors Open + Opportunity Hall

Opportunity Sessions + Mini Grant Applications

Main Stage: *Opportunity Knocks* Cast Q&A

Filming *Opportunity Knocks Live* + Opportunity Sessions

Main Stage: Grant Announcements + Auction Results

Filming continues

OPPORTUNITY TRACKS

Five Tracks. One Goal: Opportunity for All.

Opportunity Tracks are the foundation of *Opportunity Knocks Live*—shaping the structure of the day and guiding every part of the experience. Inspired by The Opportunity Finder, each track is built around the real goals and challenges attendees face. With expert-led Opportunity Sessions, local partners, and on-site activations all in one place, each track connects people to the support they need to move forward. Whether it's finding housing, paying off debt, or going back to school, every track is designed to turn intent into action.

- ✓ **Keep More Money:** Debt relief, credit help, and financial planning tools
- ✓ **Make More Money:** Jobs, business support, resume help, networking
- ✓ **Home Starts Here:** Homebuying education, housing support, renters' rights
- ✓ **Education Opens Doors:** Scholarships, FAFSA help, adult learning paths
- ✓ **Real Life Resources:** Community services, healthcare, childcare, and more



SIGNATURE ACTIVATIONS

Built for Belonging. Designed for Impact.

Signature Activations build on the Opportunity Tracks, offering hands-on support and powerful moments that turn goals into action.

- ✓ **Opportunity Hall** – A guided resource experience where attendees connect with nonprofits and local partners based on their personalized plan.
- ✓ **Opportunity Sessions** – Expert-led sessions organized by theme to deliver real advice, support, and Mini Grant opportunities.
- ✓ **Opportunity Auction** – Attendees earn Opportunity Bucks by engaging in the event and use them to enter to win essentials like groceries, gas cards, and tech.
- ✓ **Opportunity Shop** – A pop-up shop offering inspiring, budget-friendly merch and money tools—payable with Opportunity Bucks.
- ✓ **KidZone** – Free onsite childcare with fun, age-appropriate games, snacks, and financial education activities.
- ✓ **Multilingual Event App** – A mobile guide to the day's schedule, personalized roadmap, event map, nonprofit directory, and more—available in multiple languages for full access.



THE PARTICIPANT EXPERIENCE

Designed Around People. Built for Impact.

Everything about *Opportunity Knocks Live* is built with the participant at the center. From the first moment of registration to the final celebration on the Main Stage, every step is designed to be welcoming, empowering, and easy to navigate. Whether it's using the app to follow a personalized plan, seeing their stories reflected on stage, or getting hands-on support throughout the day—this experience is about meeting people where they are and helping them move forward with confidence.



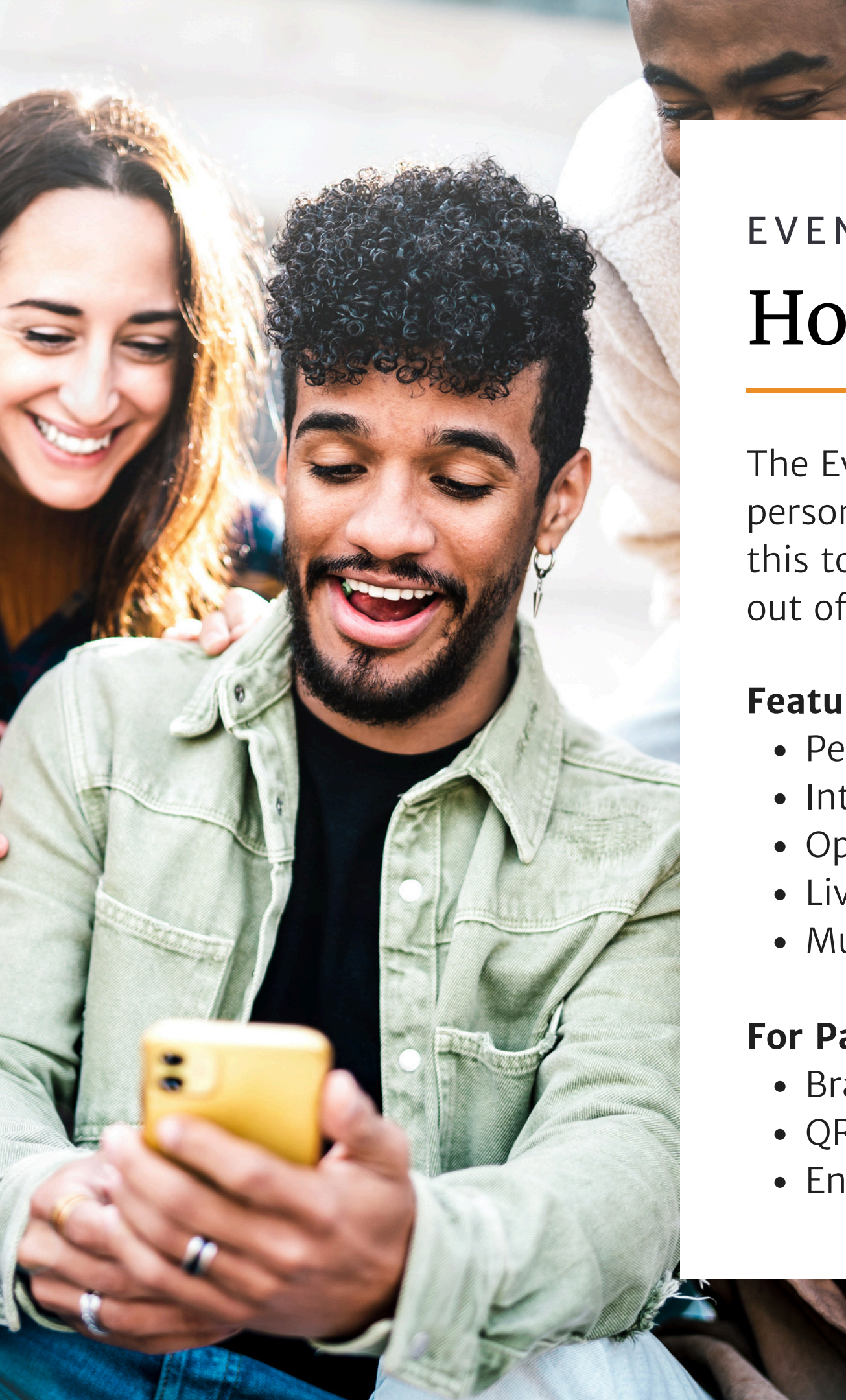
EVENT REGISTRATION

Quick, Inclusive, and Built for Access.

We've made it easy for everyone to participate. Attendees can register online or in person—with multilingual support and mobile-friendly access through the Eventify app.

- ✓ **Free Admission with The Opportunity Coach**
Guests who sign up for The Coach receive complimentary entry and a personalized event roadmap. This option is essential to nonprofit clients living on survival budgets.
- ✓ **\$20 General Admission**
Those who prefer not to enroll in advance can still attend. If they sign up for The Coach at the event, they'll receive extra Opportunity Bucks to spend at the Auction.

This approach ensures the event remains welcoming and accessible—offering multiple entry points to meet people where they are.



EVENT TECHNOLOGY

How We Personalize Every Step of the Day.

The Eventify app puts the entire event in the palm of each attendee's hand. From personalized agendas to interactive maps, session reminders, and follow-up resources, this tool makes it easy for participants to stay on track, stay informed, and get the most out of their experience—before, during, and after the event.

Features for Attendees:

- Personalized agendas based on their Opportunity Track
- Interactive venue map and breakout schedule
- Opportunity Passport to earn Bucks & prizes
- Live alerts for grant deadlines and announcements
- Multilingual content & links to post-event replays

For Partners:

- Branded listings & lead capture
- QR codes for booths and follow-up
- Engagement metrics to measure impact

The National Tour- 20+ Cities

Mayors, County Executives & Local Institutions Want *Opportunity Knocks Live*

The national tour starts in Tacoma, WA in Oct 2025 with 2026-2027 tour dates being coordinated in partnership with financial Institutions and the Mayors and Counties for Basic Income. The tour will include over 20 cities* reaching 20,000 live participants, 1 million YouTube views, national and local newspaper and broadcast television coverage (Syndicated News and PBS).

Phoenix, AZ
Oakland, CA
Riverside, CA
San Francisco, CA
Washington, DC
Jacksonville, FL
Atlanta, GA
Des Moines, IA
Chicago, IL
Louisville, KY
New Orleans, LA
Boston, MA

Detroit, MI
Minneapolis, MN
St. Louis, MO
Kansas City, MO
Cleveland, OH
Columbus, OH
Portland, OR
Nashville, TN
Houston, TX
El Paso, TX
Tacoma, WA
Green Bay, WI

**Dates & locations subject to change*

**OPPORTUNITY
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National Tour of Cities



NATIONAL SPONSORSHIP PACKAGES

PRESENTING SPONSOR

Exclusive – 1 Available

- “Presented by” naming rights
- Co-branding on all major assets
- Main Stage recognition + speaking slot
- Branded content in videos and app
- Option to sponsor gift card giveaway
- Nationwide grant or sweepstakes
- Access to aggregated attendee data
- Premier logo placement on tour
- Branded item in attendee kits
- “Powered by” app integration
- Mention in post-event reports

INVESTMENT
\$5,000,000

GOLD SPONSOR

4 Available

- Co-branded track across all cities/tour stops
- :30 sponsor video before each session
- Premium on-site presence at all stops
- Branding on signage & event app
- Item featured in attendee kits
- Recognition in national impact report
- Optional themed Mini Grant campaign

INVESTMENT
\$2,000,000

SILVER SPONSOR

8 Available

- Branded presence in key zone (e.g., Lounge, Coffee, Stress Zone)
- “Sponsored by” signage + app/schedule integration
- Logo on national signage, app & materials
- Featured item in attendee kits
- Engagement data & national impact insights
- Recognition in recaps, social reels & sponsor walls

INVESTMENT
\$500,000

COMMUNITY SPONSOR

15 Available

- Logo placement in Real Life Resources/Opportunity Hall
- Co-branding on site, app, signage & listings
- Featured in Community Impact Report
- Branded resource in attendee kits
- Optional podcast interview

INVESTMENT
\$150,000

SIGNATURE ACTIVATION SPONSORSHIP OPPORTUNITIES

ESSENTIALS GIFT CARD GIVEAWAY	<ul style="list-style-type: none">• Surprise \$50 gift card given to every attendee during the Main Stage Closing Celebration• Provides powerful brand alignment with real-life impact	FRESH LOOK HAIRCUT STATION SPONSOR	<ul style="list-style-type: none">• Sponsor free professional haircuts and grooming services offered to attendees onsite• Limited spots available — sign-up at registration• Branding within the station and signage acknowledging sponsor support
OPPORTUNITY AUCTION PRIZE SPONSORS	<ul style="list-style-type: none">• Sponsors for prizes like groceries for a year, gas cards, and household items• Branding throughout the auction experience	CAREER CLOSET SPONSOR	<ul style="list-style-type: none">• Sponsor free professional wardrobe styling and clothing provided to attendees preparing for interviews or career growth• Branding within the station and signage acknowledging sponsor support
OPPORTUNITY SHOP SPONSOR	<ul style="list-style-type: none">• Sponsor the event-branded shop, where attendees redeem Opportunity Bucks for items like journals, totes, and financial tools — sponsor covers the cost• Branding within the station and signage acknowledging sponsor support	CHARGING STATION SPONSOR	<ul style="list-style-type: none">• Comfortable spaces to rest, recharge devices, and connect• Branding within the station and signage acknowledging sponsor support
KID ZONE SPONSOR	<ul style="list-style-type: none">• Sponsor the childcare area featuring fun, educational games, giveaways, and financial literacy activities for children• Co-branded materials and signage within the space	EDUCATION REPLAY SPONSOR	<ul style="list-style-type: none">• Sponsor the production cost of recording all of the sessions – distributed attendees after the event with sponsor logo• Co-branded signage on video replays
FINANCIAL STRESS RELIEF ZONE SPONSOR	<ul style="list-style-type: none">• Sponsor a quiet, calming space for attendees to relax with mindfulness exercises, music, and wellness materials• Branding within the zone and on take-home relaxation resources	COFFEE & REFRESHMENTS SPONSOR	<ul style="list-style-type: none">• Networking café with co-branded cups, napkins, and signage• Co-Branded Signs acknowledging support

SIGNATURE ACTIVATION SPONSORSHIP OPPORTUNITIES

VOLUNTEER SUPPORT SPONSOR	<ul style="list-style-type: none">• Branded volunteer T-shirts, meals, and appreciation gifts	ON-SITE CAR CHECK STATION SPONSOR	<ul style="list-style-type: none">• Mobile techs or partner mechanics provide free safety checks including tire pressure and tread, fluid levels (oil, brake, coolant), battery health, and lights and wipers• Branding within the station and signage acknowledging sponsor support
ADULT SWAG BAG SPONSOR	<ul style="list-style-type: none">• Branded bag and additional insert options – sponsor provide branded bags• Co-branded signage at registration	INTERPRETER SERVICES SPONSOR	<ul style="list-style-type: none">• Support multilingual and ASL interpreters and translation services for increased inclusivity• Co-branded signage at registration
KIDS SWAG BAG SPONSOR	<ul style="list-style-type: none">• Branded bag with fun and educational activities – sponsor provide branded bags• Co-branded signage at registration	SENIOR SUBTRACK SPONSOR	<ul style="list-style-type: none">• Comfortable spaces to rest, recharge devices, and connect• Branding within the station and signage acknowledging sponsor support
EVENT PASSPORT SPONSOR	<ul style="list-style-type: none">• Branded attendee passport experience in app with QR codes linking to resources	YOUNG ADULT SUBTRACK SPONSOR	<ul style="list-style-type: none">• Programming and Break-Out sessions specific to Young Adults• Branding within the station and signage acknowledging sponsor support
TRANSPORTATION SPONSOR	<ul style="list-style-type: none">• Ride vouchers and/or complimentary parking; there would be a cost for the sponsorship plus the actual cost of the vouchers/parking	BRANDED SIGNATURE ACTIVATION INCLUDED WITH SILVER-LEVEL NATIONAL SPONSORSHIP, OR AVAILABLE AS A STANDALONE INVESTMENT OF \$40,000 FOR ENTIRE NATIONAL TOUR.	

Take the Next Step Toward Impact.

Opportunity Knocks Live is where change comes to life. But it's even more powerful when paired with *Opportunity Knocks*, the award-winning series on PBS, and our digital Opportunity Tools—*The Coach* and *The Finder*—that support families long after the event ends.

Want to see how it all connects? Explore the show that sparked a movement—and the tools that keep it going.

→ Learn more about [Opportunity Knocks](#)

→ Discover the [Opportunity Tools](#)

Let's create lasting change. Together.

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