

# “MADE IN POLAND. THE ROAD TO THE TOP”

*WE ARE LOOKING*

*BEYOND THE NEW HORIZON!*

**"Made in Poland: The Road to the Top"** is a strategic project aimed at broad promotion of the Polish brand on one of the world's most important markets – the United States. This breakthrough initiative is designed to showcase the strength, creativity, and modernity of Polish companies that are setting new standards in key sectors of the economy.

**We are starting with the production of a documentary series for American Public Television PBS!**

Each of the 13 episodes will focus on one of the breakthrough sectors of Polish business, including IT, biotechnology, AI, FinTech, as well as green technologies, logistics, modern medicine, space industry, robotics, renewable energy, cybersecurity, etc.

Each of these industries has enormous potential to attract the attention of American investors and partners, highlighting Poland's innovative contribution to the development of the global economy.

In the current context of global competition, **"Made in Poland: The Road to the Top"** is a unique platform that will connect Polish entrepreneurs with American partners, building recognition for Polish brands.

**Join us and become part of this exceptional project, which will open new horizons for Polish companies!**



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## TV Series **“MADE IN POLAND. THE ROAD TO THE TOP”**

Format: **Documentary Series**

Number of Episodes: **13**

Episode Duration: **26'46”**

The series **“Made in Poland: The Road to the Top”** offers a unique opportunity to showcase to Americans how Polish entrepreneurship, innovation, and creativity are gaining recognition in one of the world's most demanding markets. It's a story of determination, passion, and remarkable achievements by Poles that have a real impact on the growth of the global economy.

The series **“Made in Poland: The Road to the Top”** is an essential project that fills a gap in global awareness regarding Poland's role in the modern business and technology landscape. By highlighting the successes of Polish companies in the American market, the series will not only promote Poland as a country of innovation but also “build bridges” between entrepreneurs from both nations, inspiring new partnerships and collaborations.



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## TV Series : “MADE IN POLAND. THE ROAD TO THE TOP”

The project aims to showcase how innovations and technologies from Poland contribute to the development of key industries worldwide. We will highlight the successes of Polish companies, start-ups, and inventors who have gained a significant foothold in the American market.

The significance of this series also lies in its educational value. By presenting modern solutions that are already transforming the U.S. market, “Made in Poland: The Road to the Top” becomes a platform for the exchange of knowledge and experience.

By featuring stories of success, the series will inspire future generations of Polish entrepreneurs, engineers, and inventors to take bold action and realize their innovative visions.



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## Episode 1: Introduction - Poland as an Innovation Hub.

In the first episode, we will introduce viewers to the theme of the series by presenting Poland as a modern innovation hub. We will discuss the key sectors that will be the subject of upcoming episodes and showcase examples of companies that have succeeded in the American market. This is also an overview of the history of Polish inventions and their impact on the world.



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## Episode 2: Start-ups - Innovation Made in Poland.

This episode will focus on Polish start-ups that have conquered the American market. We will present examples of companies operating in various sectors - from technology to e-commerce. We will show how Polish start-ups are transforming ideas into real products and services that are gaining recognition in the USA.



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### Episode 3: Computer Games and IT Industry.

This episode will examine the successes of Polish companies in the computer games and IT sectors. We will show how companies like CD Projekt Red (creators of The Witcher) have gained global fame. We will also discuss how Polish tech start-ups are entering the American market and what technological innovations are being implemented by Polish specialists in the USA.



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## Episode 4: Space Exploration and Satellite Technologies.

This episode will showcase Poland's contributions to the global space industry. Polish companies are making strides in satellite technology, aerospace engineering, and space exploration. We will feature collaborations with NASA and private space companies from the US, highlighting how Polish innovation is shaping the future of space exploration. The episode will cover breakthrough technologies, satellite launches, and research that are pushing the boundaries of space science.



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Włocławek, 10.05.2024



## Episode 5: Logistics and E-commerce Sector.

In the fifth episode, we will focus on Polish companies that have succeeded in the logistics and e-commerce industries. We will discuss how innovative logistics solutions help manage supply chains efficiently in the American market. We will also show how Polish e-commerce platforms are performing in one of the most competitive markets in the world.



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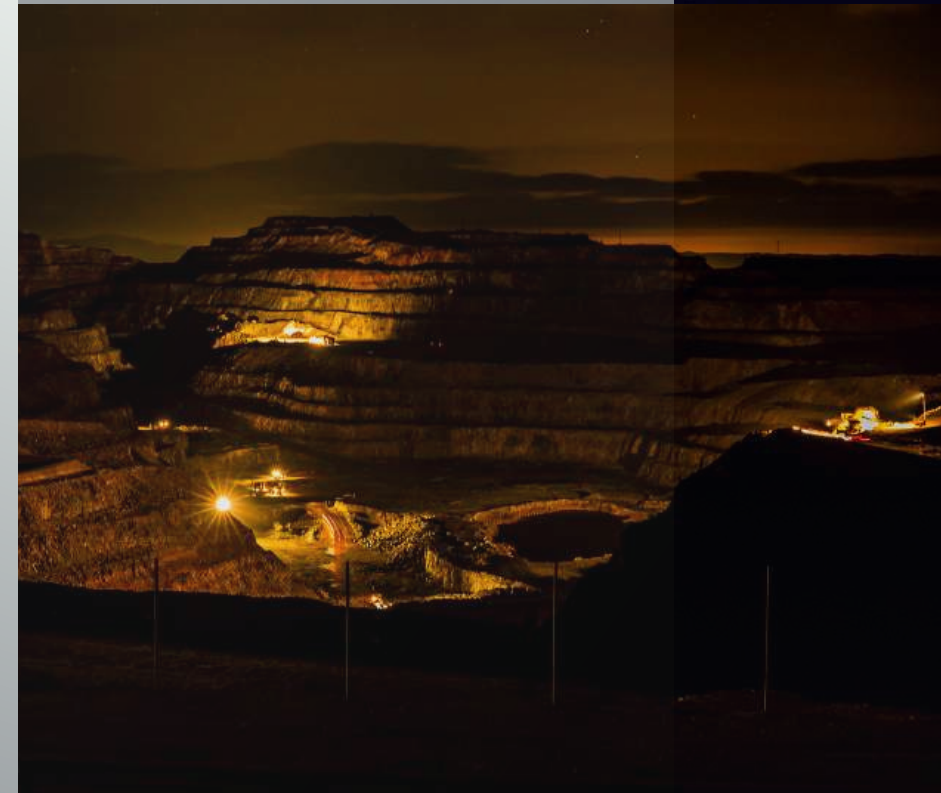
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## Episode 6: Mining and Metallurgical Industry.

Poland has a rich tradition in mining and heavy industries. In this episode, we will explore how Polish mining and metallurgical companies are implementing innovations in the American market. We will show how advanced technologies from Poland contribute to the sustainable development of these industries in the USA.



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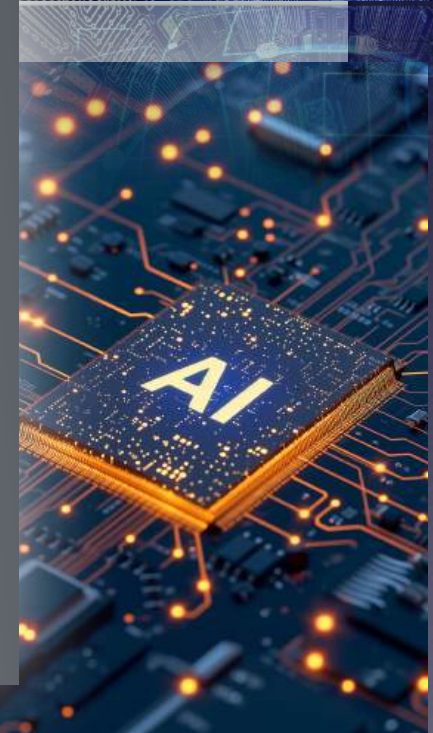
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## Episode 7: Information Technologies - Quantum Computers, Next-Generation Artificial Intelligence, and Big Data.

In the seventh episode, we will discuss the development of Polish information technologies, with a particular focus on artificial intelligence and big data. We will present how Polish solutions are being utilized in the USA for data analysis, business process automation, and the creation of intelligent systems. We will explore the combination of quantum computers and artificial intelligence (AI), where Polish researchers and tech companies are making significant breakthroughs. Additionally, we will highlight how quantum technology is being applied in collaboration with American tech firms to solve complex problems in fields such as medicine, finance, and logistics. We will also discuss how advancements in AI and machine learning are transforming industries, with Poland and the USA jointly leading these innovations.



innovations.

industries, with Poland and the USA jointly leading these advancements in AI and machine learning are transforming



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## Episode 8: Transport and the Mobility of the Future.

The eighth episode will focus on innovations in the field of transportation. We will show how Polish companies are creating modern transport systems that revolutionize mobility in the USA. We will also discuss projects related to e-mobility (electromobility) and sustainable transport that have gained recognition in the American market.



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## Episode 9: Medical and Biotechnological Industry.

In the ninth episode, we will look at Polish companies in the medical and biotechnological sectors that are successfully introducing their innovations to the American market. We will discuss examples of advanced medical technologies, new drugs, and therapies that are changing patients' lives in the USA.



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## Episode 10: Modern Solutions in the Food Industry.

The food industry is another area where Polish innovations are gaining ground in the American market. In the eleventh episode, we will look at how Polish companies are introducing new technologies in food and beverage production, as well as how they export traditional Polish products that are becoming popular in the USA.



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## Episode 11: FinTech and Blockchain Innovation.

This episode will delve into the world of financial technology (FinTech) and blockchain, where Polish companies are creating disruptive solutions that are gaining traction in the USA. We'll explore how Poland's innovative startups are revolutionizing digital payments, cryptocurrencies, and decentralized finance (DeFi) systems. The episode will highlight key collaborations between Polish and American financial institutions and tech firms that are shaping the future of global finance.



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## Episode 12: Cybersecurity and Digital Defense

In this episode, we will explore Poland's growing influence in the field of cybersecurity. Amid rising threats to global digital infrastructure, Polish companies and research institutions are conducting advanced work on cybersecurity technologies. We will examine partnerships between Polish and American firms working together to strengthen digital defense, protect data, and combat cybercrime. Additionally, we will highlight how Poland is becoming a key player in the international cybersecurity ecosystem.



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## Episode 13: 5G and the Future of Connectivity. The Future of Poland - What's Next?

In this episode, we explore Poland's role in the rollout of 5G networks and the future of global connectivity. Polish telecommunications companies and tech innovators are working alongside American counterparts to bring ultra-fast internet, smart devices, and IoT solutions to life. We'll look at how 5G technology is set to revolutionize industries such as healthcare, manufacturing, and entertainment, with Polish-American partnerships driving these advancements forward.

These episodes continue to build upon the theme of Poland as a hub of innovation, showcasing the strong ties between Poland and the USA in technological cooperation. In the final episode, we will consider the future of Polish innovations and their potential in the American market. We will present the challenges faced by Polish companies and the opportunities offered by cooperation with the USA. We will summarize the most important achievements and suggest how Poland can continue to develop its economic relations with America.



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# Why Sponsor on PBS?

## The PBS Audience and Its Value



Public Broadcasting Service (PBS) is a non-profit founded in 1969 whose members are America's public television stations

Nearly 350 PBS member stations serving all 50 states, Puerto Rico, US Virgin Islands, Guam, American Samoa

**PBS reaches 54 million cross-platform viewers in the average month**

(Google Analytics and Nielsen Live+7. Broadcast season dates: 9/19/22 - 9/24/23, Digital Dates: Oct '22-Sep '23)

**For 20 years, PBS has been voted #1 in public trust !**

(Marketing & Research Resources, Inc., (M&RR) 1/2023)

**58% of all US television households (or, over 130 million people) tune to PBS member stations over the course of a year**

(Nielsen NPOWER 9/19/22-9/24/23 L+7 M-Su 6a-6a reach)

**273 million PBS General Audience content annual streams**

(Google Analytics MediaStarts across PBS OTT, PBS Mobile App, and pbs.org 9/19/22-9/24/23)

**Across genres, PBS provide singular programming as a source for trusted news and information, arts and cultural programming.**

### Who watches PBS?

PBS affluent viewers:

- Have a median household net worth of \$1,462,000
- Have median household liquid assets of \$842,000

(Fall 2023 Ipsos Affluent Survey)



# TERMS OF COLLABORATION with PBS



The series is fully funded through sponsorships and grants. ✓



As a non-profit organization, PBS does not cover production costs, which are the responsibility of the producer. ✓



WTTW Ch. 11, as a co-producer, provides coordination, broadcast, and promotion of the series within the network of local PBS stations across the U.S. ✓



Additionally, PBS offers the series to be aired on nationwide public channels such as CREATE, WORLD, or PBS YOU. ✓



The producer receives one minute "before" and one minute "after" each episode for sponsorship spots. ✓



The sponsorship blocks are an integral part of the episode and remain consistent throughout the entire series. ✓



PBS guarantees the series will be broadcast for a period of 3 years. ✓



PBS guarantees the series will be broadcast for a period of 3 years.

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## SPONSOR BENEFITS



- **Guaranteed broadcast of the series for 3 years** from the premiere date.
- Reach **130 million** American viewers **annually!**

### Full advertising reach

- The advertisement covers all **50 states and U.S. territories.**

### Global recognition

- **Strengthen your brand** internationally through PBS broadcasts.

### Targeting affluent clients

- Reach viewers with a high net worth.

### PBS digital platform

- Access to a wide platform with **20+ million monthly users.**

### Brand promotion

- Sponsors featured in all campaigns and promotional events for the series over a **3-year period.**

### Online visibility

- **Active sponsor logos** on the dedicated page of the "*Made in Poland: The Road to the Top*" program.
- Advertising across a wide social media and **digital media platform: X, IG, FB, LinkedIn, Youtube**

### IMPORTANT!

The series *Flavor of Poland*, produced by us, has achieved a nationwide reach of **94.03%** since its premiere on PBS in January 2020! It has been aired **43,123** times, resulting in an impressive **1,121,198** sponsorship spot exposures!



## SPONSORSHIP OFFER

### SPONSORSHIP OPTIONS

#### I Commercial spot airing in an advertising block:

6 Seconds: \$30,000  
10 Seconds: \$45,000  
15 Seconds: \$65,000



A total of 26 airings of your commercial spot across all 13 episodes.

**The airing of commercial spots is based on provided materials, with quality and content approved by the producer and PBS/APT.**  
There is an option to have spots produced by the producer's team or in collaboration with the producer, based on a customized budget.

#### II Contextual Integration: Company presence within the content of a selected episode – negotiations and individual discussions.



**Secure Your Spot Today!**

The number of spots in the first season of “Made in Poland: The Road to the Top” is limited – only a few key companies from each industry will be selected. Selection is on a first-come, first-served basis, ensuring exclusive exposure in this prestigious series showcasing Polish success in the U.S. market. Don’t miss this unique opportunity to join the ranks of industry leaders!

Contact us to discuss the details and choose the perfect solution for your brand.



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We are currently working intensively on identifying companies and entrepreneurs whose stories best illustrate the dynamism of Polish entrepreneurship and innovation on the international market. We are seeking exceptional examples that fully demonstrate how Polish technological thought, creativity, and determination are gaining recognition in one of the world's most demanding business environments. The goal of the project is to showcase how Polish innovative solutions and technologies contribute to the development of key sectors in the U.S., and to highlight the successes of Polish companies, start-ups, and inventors in the American market.

We invite you to collaborate on this unique project. If your company has achieved success in the U.S. or collaborates with American partners, we encourage you to get in touch.

We are interested in featuring your achievements as part of one of the episodes of our series, which will undoubtedly be a significant step in promoting Polish innovation and building strong economic ties between **Poland and the United States**.

Please send us information about your company, its activities in the American market, and innovative solutions with a global impact. We will gladly consider every suggestion in the context of our production.

*Sincerely,*

**The "Made in Poland: The Road to the Top" Team**



**We invite You to cooperate!**



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5400 N. Saint Louis Avenue  
Chicago, Illinois 60625 4698  
Telephone 773 583 5000

September 11, 2024

RE: LETTER OF SUPPORT

To Whom It May Concern:

I am sending this letter to express WTTW/Chicago's support for Robert Wachowiak and Edyta Slusarczyk of Independent Film Factory, Inc. as they develop a fascinating new series **Made in Poland: The Road to the Top**.

The new 13-episode series aims to showcase how innovations and technologies from Poland contribute to the development of key industries in the USA. **Made in Poland: The Road to the Top** will provide a unique opportunity to show an American audience how Polish entrepreneurship, innovation, and creativity are gaining recognition in one of the world's most challenging markets. Each episode will highlight a success story featuring the extraordinary achievements of Polish entrepreneurs, engineers, and inventors who act boldly to enact their innovative visions that have a real impact on the global economy. Some of the topics featured cover start-up innovations, computer games and the IT industry, space exploration/technology, the e-commerce sector, and medical/biotechnological industry, among many others.

For the past six years, WTTW has partnered with Robert and Edyta to distribute their popular cooking/travel series **Flavor of Poland**, which built an extraordinarily strong public television audience. The premiere season achieved total nationwide carriage of 94.03%, with 43,123 broadcasts to date, very impressive for the first season!

**Made in Poland: The Road to the Top** will play a role in shaping Poland's image as a dynamic, modern country capable of competing in the most demanding markets in the world, and we look forward to serving as the Presenting Station in partnership with Independent Film Factory, Inc. WTTW has a long history of distributing compelling and widely viewed content to our viewers all over the United States and we are grateful to sponsors who support such valuable programming for public television and help bring it to our audience.

Sincerely,

Christina Pagones  
Director of National Syndication  
WTTW Chicago

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**Independent Film Factory (IFF)** has been operating since 2013. It is a Polish-American production group based in Florida, USA, producing TV shows, series, documentaries, feature films, public event coverage, and more. For individual and corporate clients, IFF offers: commercial productions including corporate and educational materials, full-cycle productions, pre-production and post-production services, location scouting, casting services, equipment rental, and more.

#### Productions and Awards:

- (2013) "*Absolution*" – Short film
- (2014) "*Endrju*" – Documentary film
- (2014) Special Award from the Chairman of the Organizing Committee of the Polish Film Festival in America for the film "*Endrju*"
- (2014) "*Silver Hugo*" in the Historical and Biographical Documentary category at the 51st Chicago International Film Festival for the film "*Endrju*"
- (2015) "*Award of Merit Special Motion*" in the Documentary Short category at the international Best Shorts Competition for the film "*Endrju*"
- (2016) "*It All Started in Greenpoint*" – Corporate film
- (2017) "*Falcons of Freedom*" – Documentary film
- (2019) "*Flavor of Poland*" – 13-episode series
- (2019) World Polonia Economic Forum – Prestigious "*Economic Eagle Award*" in the Company category for INDEPENDENT FILM FACTORY, Inc. for its exceptional contribution to promoting Poland worldwide, especially for the large-scale project of producing the 13-episode culinary travel series "*Flavor of Poland*" for American public television PBS.
- (2021) Prestigious "*BEST OF EUROPE AWARD*" at the 12th edition of The Taste Awards 2021 in the USA.





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[www.IndependentFilmFactory.com](http://www.IndependentFilmFactory.com)

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