



Get Away for a Day[®]

with Roni Taylor

Advertiser Information Package

Synopsis

A mainstream entertaining travel series hosted by the witty modelesque Roni Taylor exploring one day getaways full of humor and adventures suggested by our viewers.

By using our domestic and international platform we entertain the viewer while at the same time drawing their attention to great travel ideas in the southwest United States, all in an effort to bring and maintain tourism dollars for US businesses.

Getaway for a Day with Roni Taylor

“Getaway for a Day with Roni Taylor” is a travel TV series in which exciting yet affordable day trips are featured in Las Vegas and the surrounding areas. The program takes the viewer to different destinations and with the help of the locals uncovers fascinating sights, great spots for relaxation, adventure tours and eats that the visiting traveler may have never known about. The series appeals to both male and female viewers in the 25 to 55 demographic in the medium to high income bracket.

“Getaway for a Day with Roni Taylor” is currently aired nationally in over 100 markets to over 16 million homes nationwide. International syndication will take place in late September 2008.

The Story

Roni Taylor is a former high fashion runway model who now with two kids and a busy lifestyle has turned her passion for travel in the fashion world to passion for adventure and exploration. As an adventure junkie she takes on just about any challenge you can throw at her...and she'll do it all in heels. Yes, her heels are as comfortable as a good pair of sneakers. As the host of this program she takes the viewers from the couch to discover great little daytrips that they can afford and adventure that even the diehard couch potato can appreciate.



Roni at the China Ranch Date Farm

The Producer

Lloyd Roenfeldt began his television career as a child actor on a very successful Nickelodeon television show. Growing up in the industry gave him great insight and hands on experience in front of and behind the camera. Lloyd produced a very successful improv comedy show in Los Angeles and continues to create dynamic commercials for his corporate clients who need a fresh perspective in their advertising campaign. He is as comfortable scrambling over boulders with a camera as he is negotiating production deals with Heavyweights. Being an travel and adventure seeker himself, this program feeds his desires and passion for discovery.



Executive Producer Lloyd Roenfeldt

Domestic Distribution

Full list of affiliate stations are provide on the attached Clearance Report. 100 markets in 37 states with a total broadcast to over 16 million homes nationwide.

International Distribution

Our international distribution will begin by October 2008. These channels reach an audience of 10 million subscribers in 16 countries. Total available subscriber population is 80 million.

Our Foot Print

- 10 Million cable homes across Western and Eastern Europe, and Scandinavia. 16 million homes in the United States.

By 2009, nearly 100 million European television households will receive their television predominantly from satellite, followed by cable.



International Countries

Western Europe Germany, France, Northern Italy, Austria, Switzerland, Luxembourg, Lichtenstein

Scandinavian Sweden, Denmark, Norway

Eastern/Southern Europe Bosnia, Croatia, Serbia, Macedonia, Montenegro and Kosovo

Multi-Platform Distribution

Full-length episodes are broadcast on the official “getaway for a day “ website. Segments of the program will be broadcast on additional outlets to secure even more exposure for our sponsors. Estimated monthly online viewership to exceed 100,000

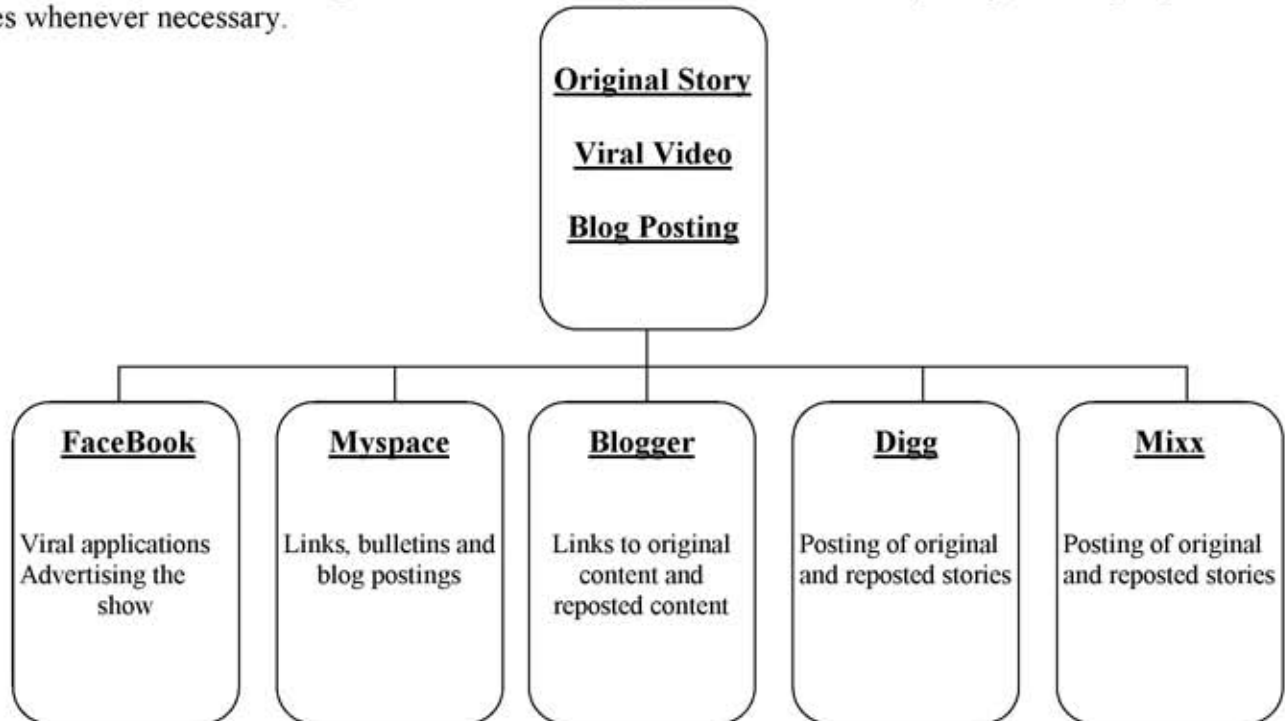
Sites:

Metacafe	Google video	Itunes
Current TV	Yahoo video	Youtube
si. Com	Hungryflix.com	
Myspace	Brightcove	
Facebook	Truveo	
Zippyvideos	Daily Motion	
Tinypic	Grouper	
Revver	Blip TV	

Getaway for a Day is currently adding show blogs, host blogs, podcasts, video blogs, viral videos, and viewer feedback features to it’s website. All to create more exposure for it’s sponsors.

Social Networking

Getaway for a Day will also be promoted through social networking sites including Facebook, Myspace, Digg and Mixx.com. Each media story, viral video, and blog posting about the show will be repost across a range of popular networking websites. This strategy will remain fluid, adjusting to emerging technologies whenever necessary.



Print Exposure

Summerlin Magazine, GVH magazine, and Centennial Hills magazine in Las Vegas. Each magazine issue includes an article on the adventures and travels of the “Getaway for a Day” program. Additional magazines in Las Vegas as well as other city magazines are being considered.

Roni is now a contributing writer for the national publication, Re-Inventing Beauty. Her travel column is read by women all over the country.

Media reviews for “Getaway for a Day”



GVH Magazine, Summerlin Magazine, Centennial Hills Magazine, Summerlin View News, CBS talk radio show, and Dave After Dark radio program

Radio Exposure

Two radio talk shows have had Roni Taylor as a guest on their programs and have expressed interest in having a “Getaway for a Day” segment on their broadcast. Additional exposure through other stations are also being sought after.

Advertising and Sponsorship

Getaway for a Day offers advertisers the ability to integrate their brand into the show through title sponsorship, onscreen commercials, and product placement. Once integrated into the show, your brand will remain part of the show during all future distributions, including national and international TV broadcasts and Internet downloads.

Each episode will air a minimum of four times per month in over 100 markets and 28 times a month regionally. 428 airings per month.

\$400 per airing

$\$400 \times 4 = \1600 divided by $428 = \$3.73$ per commercial spot

Value package: $\$1,500 = \3.50 per spot

Title Sponsor

- Exclusive Title Sponsor for entire 13-episode series which will run for 6 months (13 original episodes and 13 repeats)
- Company name and logo incorporated into show
- Exclusive product/location mentions and features
- One:30 commercial spot per episode
- Banner ad on website including blog
- Company logo preceding each viral video

\$5,000 per episode

13 weeks of original episodes with 13 weeks of reruns for 26 weeks (6 months) total

\$65,000 total

Product Placement Advertiser

This type of promotion is tailored to fit the advertiser's needs. Including one-time placement, short-term placement and long haul-fully branded placement.

Based on clients needs. Approx cost \$2,000 per episode (1 original 1 rerun)

:30 Commercial Advertiser

- One:30 commercial spot per episode for entire 13-episode series which will run for 6 months (13 original episodes and 13 repeats)

Value :

\$1,500 per month w/ 6 month commitment (2 originals 2 reruns minimum per month for 6 months) \$346.00 per airing

Paid in Full:

\$7,800 for 6 months (2 originals 2 reruns minimum per month for 6 months) \$300.00 per airing

:30 Commercial Placement

One time:

\$800.00 per episode (1 original 1 rerun) \$400.00 per airing

** product placement, brand integration, public relations tours as well as web tie-in's and promotions are additional. Contact Evolve for quotes.



Breakdown of Value

Description	Value
1 year of television exposure on travel oriented program in 100 national markets broadcast to 16 million homes and over 16 international markets broadcast to over 10 million homes.	Per market \$3,000 Total \$348,000
Endorsement by Roni Taylor	\$100,000
Total	\$548,000 Value
Plus Print and Radio endorsements in multiple markets	Undetermined
Internet exposure to over 100,000 additional viewers through viral videos, podcasts, and blogs	Undetermined

Sponsorship of television and independent films have proven a successful model in the past such as the case of Mutual of Omaha and the television program "Wild Kingdom". Mutual of Omaha has sponsored "Wild Kingdom" for over 30 years and continues to do to this day.

Quote from the Marketing Manager for Volkswagen on television sponsorship

"The Blues television series surpassed our highest expectations. The amount of exposure Volkswagen received through this sponsorship was truly phenomenal and demonstrates the kind of results companies can achieve through such fully integrated, multi-tiered marketing opportunities with public television."

Kevin Boyle, Brand Marketing Manager, Volkswagen

Those marketers rave about their experiences on the show, which appears weekdays on local stations that cover about 78 percent of the country, including 9 of the 10 largest television markets. "It was a great opportunity for us and gave us terrific exposure," said Paul Sellers, director for marketing communication at Hyundai Motor America in Fountain Valley, Calif., a division of the Hyundai Motor Company. "You're going to see more and more of this." Mr. Sellers estimated that the 18 minutes of air time his company received during the segments cost "one-tenth" what it would if Hyundai had bought the equivalent amount of 30-second commercials. "The commercial is becoming an endangered species, so if we can get product placement in a program, that's awesome," Mr. Sellers said, adding that his company would "absolutely" consider sponsoring similar segments on "The Other Half" next season.

Below is an excerpt from an article in the New York Times.

By STUART ELLIOTT Published: April 2, 2008

AS NBC looks to the future of its prime-time programming

shifting to a 52-week schedule from a calendar that runs from September through May — the network is borrowing a page from the past in asking advertisers to become involved sponsors of shows. At a presentation on Wednesday afternoon, senior executives of NBC, part of the NBC Universal unit of General Electric, will describe how they are seeking to make advertisers into long-term partners rather than just sell them 30-second commercials. One example is a new deal with the Liberty Mutual Group insurance company that is centered on a pair of two-hour TV movies to be broadcast under the banner of the company — “**Liberty Mutual Presents**,” for example. The movie plots are intended to complement a campaign for Liberty Mutual that was introduced in 2006 by Hill, Holliday, Connors, Cosmopolos in Boston, which carries the theme, “Responsibility. What’s your policy?” The scripts, which Liberty Mutual will help develop, will discuss subjects like taking responsibility for one’s actions and deciding how to do the right thing.

The Liberty Mutual site serves as a showcase for the campaign and is also home to short video films, most of them made for Liberty Mutual, that computer users can watch. “The networks are beginning to understand they have to work with advertisers in new ways,” Mr. Sullivan said. “This is not an overt product sell,” he added, comparing sponsorship with an advertiser’s traditional tack of buying commercials in a spate of unrelated shows, “because you’ve got the media content closely aligned with our brand.” Branded entertainment efforts were a mainstay of TV in its early days — and of network radio before that. Series were developed jointly by advertisers and agencies and brought to the networks, which frequently named them after the sponsors. Thus, NBC once offered programs like “Colgate Comedy Hour,” “Kraft Television Theater,” “Philco Television Playhouse” and “Dinah Shore Chevy Show.” “We’re going backward, 100 percent,” Ben Silverman, co-chairman at the NBC Entertainment and Universal Media Studios divisions of NBC Universal, said, laughing. “The 30-second spot is still very relevant, very valuable,” he added, “but this deal with Liberty Mutual is the centerpiece of the kind of deals we want to make going forward.” “Digital manipulation, whether it’s called TiVo or the ability to fast-forward through commercials, is one of the driving factors behind the need to rethink our relationships with advertisers,” said Mr. Silverman, who will be among the NBC Universal executives at the presentation. Advertisers, “by underwriting programming” as sponsors, he added, can “help to deliver better-value programming to our audience.”

The reason networks like NBC are entertaining proposals like those from Liberty Mutual and Hill, Holliday is that advertisers “are not asking us to be programmers,” Mr. Pilot said, but rather “they want to be more connected to the programming; they want a seat at the table.” Mr. Sullivan of Liberty Mutual described “how good NBC was to work with” on the movies. “As an advertiser, you appreciate that because networks haven’t always treated us that way.” When he proposed the idea to executives at another network, which he declined to identify, they were dismissive, he recalled. That, Mr. Silverman said, was unlikely to occur at NBC. “We have two clients, the audience and the advertiser, and we listen to both daily,” Mr. Silverman said. “Advertisers are asking for more of this entrepreneurial, enterprise thing, and we want to do more of it.”

<http://www.nytimes.com/2008/04/02/business/media/02adco.html?ref=media#>

Typical cost for title sponsorship ranges from \$25,000 to \$50,000 per episode for national rotation for shows such as “Getaway for a Day with Roni Taylor”. This only includes a logo placement and mention on show and other advertising collateral. Sponsorship for a program on a major cable network ranges from \$75,000 to \$100,000 an episode.

****Sponsorship details and cost must be renegotiated when program is picked up by major cable network such as the Travel Channel, A & E, Discovery, etc...