



TV Partnership to Build Brands and Support Veterans



Overview

- *The Stu and Laurie Variety Hour* is partnering with Tee It Up for the Troops to raise awareness and money for veteran support programs benefited by Tee It Up for the Troops
- Stu and Laurie are donating \$1 million in TV time for special segments: location shoots from military bases and golf courses, USO shows, annual telethons, and more
- Family entertainment variety show targeting Boomer and Millennial demographic groups
- Will air primetime Sundays on Pop TV

Introducing Branded Entertainment Marketing

- A new way to build brand awareness and affinity that's NOT advertising
- Customized brand messages scripted and integrated into the entertainment
- Sponsored content in the form of songs, comedy sketches, product placement, demos, contests/giveaways, and other programming
- Script writers work directly with brands to create branded entertainment segments
- Fresh, new segments created for each show

Advantages of Branded Entertainment Segments

- Brand is experienced as part of the entertainment, building likeability, trust and loyalty
- Every sponsor segment is customized to your brand strategy
- Your brand is associated with the goodwill of supporting U.S. military veterans
- Expanded reach via cobranding on the show's digital media channels
- Optional on-location segment shoots available
- Exclusivity: No competing products on a show
- 1 million viewers guaranteed
- No production costs of producing a TV commercial
- Charter sponsors can lock in at pre-broadcast rates
- Every sponsor segment helps further the reach and impact of Tee It Up for the Troops

