



## Rates and Reach

# Sponsor Packages Customized for Your Brand Strategy

### **Charter Package** (includes promotion on all channels)

- SponsorMagic segment(s) on Pop TV (airs 3 times)
- Website promo(s)
- Social Media promo(s)
- BBTV influencer network promo(s)
- Crowd Screenings (SponsorMagic segments)
- Co-branding in national PR campaign

### **SponsorMagic Package** (based on availability & sponsor commitment)

- SponsorMagic segment(s) on Pop TV (airs 3 times) [included]
- Crowd Screenings (SponsorMagic segments) [included]
- Website promo(s) [Paid]
- Social Media promo(s) [Paid]
- BBTV influencer network promo(s) [Paid]
- Co-branding in national PR campaign [Paid]

**Product Promo Package:** Product placement and prize giveaway promotion packages negotiated individually.

## Pre-broadcast Charter Rates

- 60-second segment: \$105,000 (includes two bumpers)
- 120-second segment: \$200,000 (includes four bumpers + opening & closing billboards)
- Discount rates available for sponsoring a whole show
- Custom bundles available for negotiation
- Charter rates subject to go up after the show airs





## Rates and Reach

# Integrated Multichannel Reach



### TV Viewership

- Projections based on similar programs and Pop TV trends
- Anticipated initial viewers: 3 million
- Each show/SponsorMagic segment airs three times the week of broadcast
- Additional viewership from digital distribution and on-demand TV services

### BBTV Influencer Reach

- Broadband TV influencer network on YouTube
- 9 billion weekly worldwide views
- Custom, targeted influencer marketing campaigns
- Estimated influencer subscribers: 3 million
- Estimated influencer monthly views: 13 million



### Digital Marketing Reach

- No reach data available until show launches
- Website co-branding and promos
- Social amplification on Facebook, Twitter, Snapchat, Instagram, YouTube
- Co-branded posts and paid boosts on social
- Real-time audience engagement with brands

## Guarantee

- If TV viewership is below 1 million, we will make time on the next show to promote your product at no additional cost.
- You get exclusivity, so no competing products will be promoted on the show while you are a sponsor.
- Charter sponsors can lock in at pre-broadcast rates

