

Choosing Your Customized SponsorMagic Bundle

SponsorMagic segments on *The Stu and Laurie Variety Hour* give you customization options you don't get from typical advertisers. You can customize sponsor packages for various segment lengths, channel reach, and frequency commitments. It can all be bundled to fit into your individual strategy. Let's look at some hypothetical examples to see how your bundle might be structured.



Example 1

60-Second segment, four show commitment

Channel	Distribution	Reach	Cost
Broadcast	Pop TV, digital TV	3 million viewers + on-demand views	\$420,000
BBTV Influencer	3 targeted influencers	3 million subscribers, 13 million weekly views	Included
Non-Theatrical Screenings	20+ closed audience location categories	Info not available at this time	Included
Digital Marketing	FB, TW, Instagram, Snapchat, YouTube, website promo	1 post/1 week duration	Included

Example 2

120-Second segment, 13 show commitment

Channel	Distribution	Reach	Cost
Broadcast	Pop TV, digital TV	3 million viewers + on-demand views	\$2,600,000
BBTV Influencer	3 targeted influencers	3 million subscribers, 13 million weekly views	Included
Non-Theatrical Screenings	20+ closed audience location categories	Info not available at this time	Included
Digital Marketing	FB, TW, Instagram, Snapchat, YouTube, website promo	5 posts/1 week duration	Included



Add Reach to Your Bundle with Social Media Boosts



SponsorMagic bundles include co-branded promotions on Facebook, Twitter, Instagram, Snapchat, and YouTube at no extra cost when bundles reach certain levels:

- Tier 1 digital marketing is included in sponsor bundles above \$420,000
- Tier 2 digital marketing is included in sponsor bundles above \$2,600,000
- Tier 3 digital marketing is included in sponsor bundles above \$5,200,000

Any sponsor package can be upgraded with additional social media boosts. If your bundle is below the \$420,000 threshold to include Tier 1 digital marketing, you can still promote your brand on social media.

You can purchase any combination of digital marketing tiers you would like to add on to your bundle.

The same option exists for SponsorMagic bundles at thresholds that include digital marketing. Want more social reach? Add it to your bundle a la carte.

Digital Marketing Tiers for add-on upgrades

Tier	Deliverable	Channel	#Posts	Duration	Cost
Tier 1	Co-branded post	FB, TW, Instagram, Snapchat, YouTube	1 post	1 week	\$12,474
Tier 2	Co-branded post	FB, TW, Instagram, Snapchat, YouTube	5 posts	1 week	\$28,750
Tier 3	Co-branded post	FB, TW, Instagram, Snapchat, YouTube	10 posts	14 days	\$57,450



Teaming Up to Build a Consistent Brand Story

We work directly with your brand marketing team to manage the creative process and ensure brand messages align with your brand strategy. Our process for working together with you is designed to safeguard your brand integrity every step of the way.



Let's collaborate!

- 1** Working agreement to determine budget and custom sponsor package
- 2** Brand questionnaire to define brand characteristics and segment formats for the program
- 3** Production team/script writers develop SponsorMagic segments
- 4** Script approval by client
- 5** Television production
- 6** Creative development of digital marketing content: social posts, website promos, influencer content
- 7** Digital creative approval by client
- 8** Digital marketing implementation
- 9** Post-campaign assessment and iterations for next phase

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.

