

# ON YOUR OWN ADVENTURES

WITH **RANDY NEWBERG**

2012 OYOA  
Sponsorship  
Media Kit

114° 03' 18.14" W

46° 54' 44.96" N



WARM SPRINGS  
*Productions*

**SPORTSMAN**  
 **CHANNEL**



# ON YOUR OWN ADVENTURES WITH RANDY NEWBERG

## PROGRAM AIRING INFORMATION

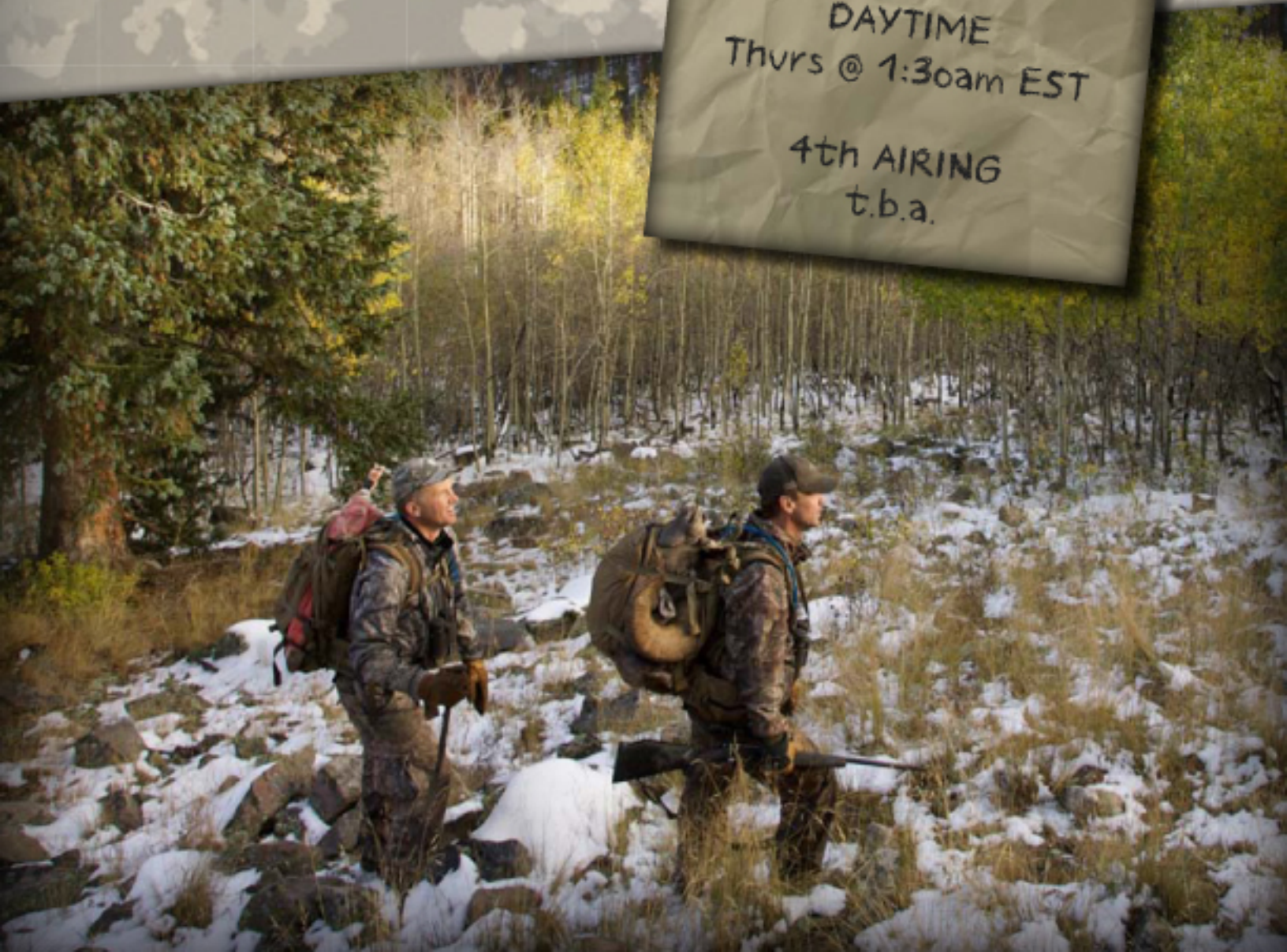
- 10 original episodes per season!
- 26 week duration - July 1st to December 31st!
- 4 airings per week - 2 in primetime!

WEEKDAYS  
Thurs @ 9:00pm EST

WEEKENDS  
Sat @ 12:00pm EST

DAYTIME  
Thurs @ 1:30am EST

4th AIRING  
t.b.a.





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## SPORTSMAN CHANNEL ADDED VALUES

- ☒ 3 Programming Advertisements
- ☒ 100 On Air Tune-in Advertisements
- ☒ Producer Spotlight
- ☒ e-Newsletter

- Sportsman Channel provides three (3) programming guide ads annually to promote *On Your Own Adventures* in select Intermedia Publications.
- *On Your Own Adventures* will receive a minimum of one hundred (100) on-air tune-in ads annually.
- Feature *On Your Own Adventures* in the "Producer Spotlight" section of monthly consumer e-newsletter (more than 60,000 subscribers).

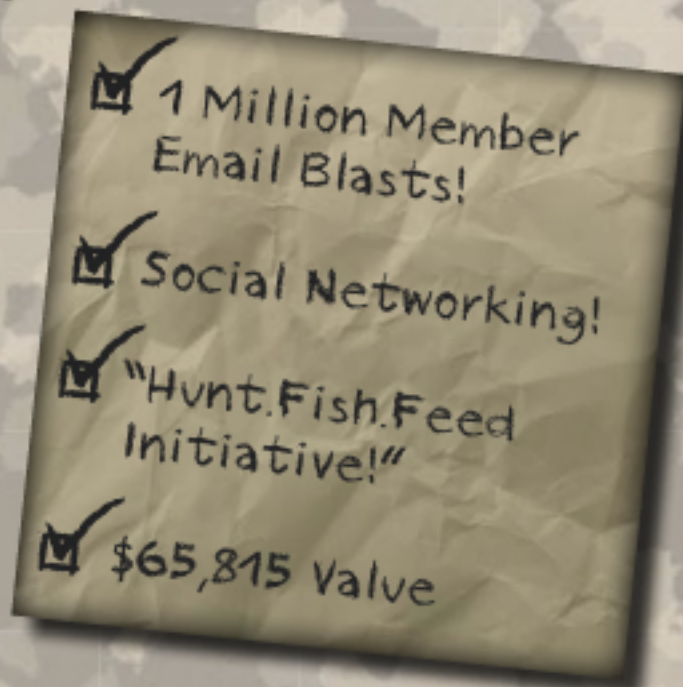




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## SPORTSMAN CHANNEL ADDED VALUES (CONT'D)

- Email blasts to nearly 1 million Intermedia members that includes an announcement of *On Your Own Adventures*' launch on Sportsman Channel.
- Sportsman Channel will provide ongoing social networking promotion of *On Your Own Adventures*.
- Host Randy Newberg will serve as the spokesman for Sportsman Channel's "Hunt. Fish. Feed" initiative which uses game donated by sportsmen to feed those in need across America.
- All described Added Values provide \$65,815 in marketing dollars for your sponsorship!





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## SPORTSMAN CHANNEL INFO & DEMOGRAPHICS

- ☑ 80% Male
- ☑ Median Age of 51
- ☑ 69% over \$75,000 income
- ☑ 45% spend over \$1,500 per year on activities, travel and gear

- Delivered to more than 27 million U.S. households.
- 200% distribution increase in the last 18 months!
- Most hours of outdoor content on-air every week.





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## ON YOUR OWN ADVENTURES WEBSITE STATISTICS

- Monthly viewership from October 19, 2010 to November 18, 2010

- 44,873 Visits
- 14,187 Unique Visitors
- 8:38 Average Time Spent on Site
- 9.03 Pages Viewed Per Visit



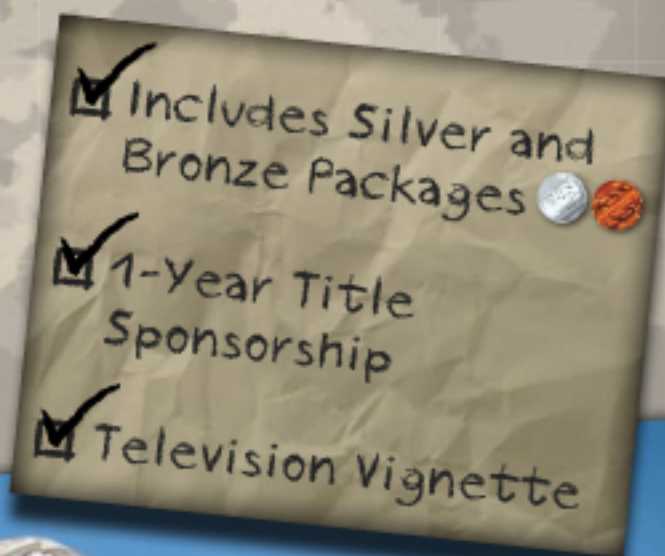


# ON YOUR OWN ADVENTURES WITH RANDY NEWBERG

## SPONSORSHIP PACKAGES LEVEL 3 - GOLD



- Includes all elements of the Silver and Bronze packages, plus the following:
- 1-year title sponsorship (on television show and website).
- Vignette within the television series.  
*Warm Springs Productions* will produce one (1) :30 second vignette in the 2012 season. These vignettes will be within a particular episode and run a minimum of 6 times each.



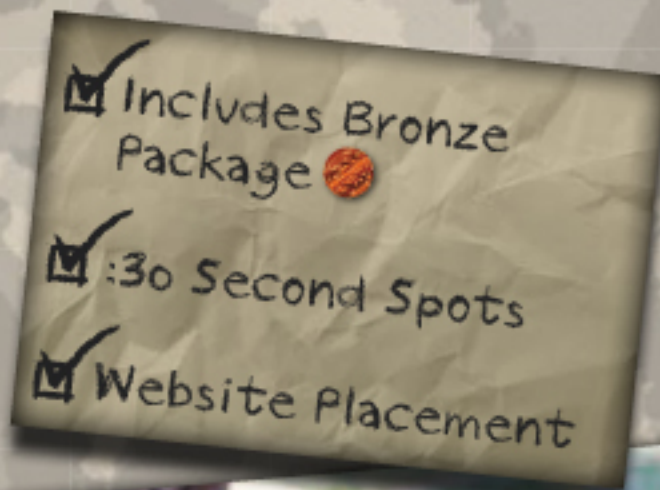


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## SPONSORSHIP PACKAGES LEVEL 2 - SILVER



- Includes **all elements of the Bronze** package, plus the following:
- :30 **second commercial spots** (or double the amount of :15 second spots). Sponsor will receive the commercials in all guaranteed airings of 2012.
- **Website placement and ads:**  
([www.onyourownadventures.com](http://www.onyourownadventures.com))  
Sponsor will receive the following media online components on Randy Newberg's *On Your Own Adventures* site:
  - **Rotating top banner** (one of two banners) on home and interior pages.
  - **Rotating buttons** on bottom of all pages (will rotate with other sponsors).
  - Ability to provide up to **5 sponsor's videos** for inclusion on the OYOA site each year.



WARM SPRINGS  
*Productions*





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## SPONSORSHIP PACKAGES LEVEL 1 - BRONZE



- One (1) :05 second billboard spot per airing. Sponsor will receive one opening or closing billboard in all guaranteed airings.
- Hosts will use sponsor's products where applicable in the filming. Sponsor products may not be shown or highlighted in every episode, but all attempts will be made to do so. Sponsor must provide sufficient quantity of products for hosts' usage as soon as possible.
- Sponsor will have the product category exclusively throughout the series. Products from companies competitive to the sponsor will not be used by hosts while filming series.

