

FRESH TRACKS

with Randy Newberg

2014 SPONSORSHIP MEDIA KIT



SPORTSMAN
CHANNEL



WARM SPRINGS
Productions

FRESH TRACKS

with Randy Newberg

OVERALL sponsor value

Proven Host, Faithful Followers. Fresh Idea, Fresh Format, Fresh TV.

These are essential cornerstones of the *FRESH TRACKS with Randy Newberg* series. Hosted by one of the most knowledgeable and passionate public land hunters in America and featuring a behind-the-scenes look into the life of someone who lives hunting unlike anywhere else on television, *FRESH TRACKS with Randy Newberg* is a great opportunity to tie your brand to the most die hard, dedicated, and hardworking hunters in the country.

- ▶ Through television and his website, Randy Newberg has developed one of the most loyal followings. His viewers spend hours on hunting blogs and other sites conversing about their passion. They also trust Randy's opinion on the best gear.
- ▶ *FRESH TRACKS with Randy Newberg* will feature hardcore, backcountry hunts where every piece of gear will get used harder and be put to the ultimate tests in durability. Each product shown on the show will be equated with high quality and toughness.
- ▶ Featuring all public and accessible land hunts, *FRESH TRACKS with Randy Newberg* features hunts that are different than your average stay at an outfitted lodge. In fact, these hunts represent the way the majority of Americans hunt.



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PROGRAM airing information



- ▶ 4 Airings per Week
- ▶ Thursday Prime Spot



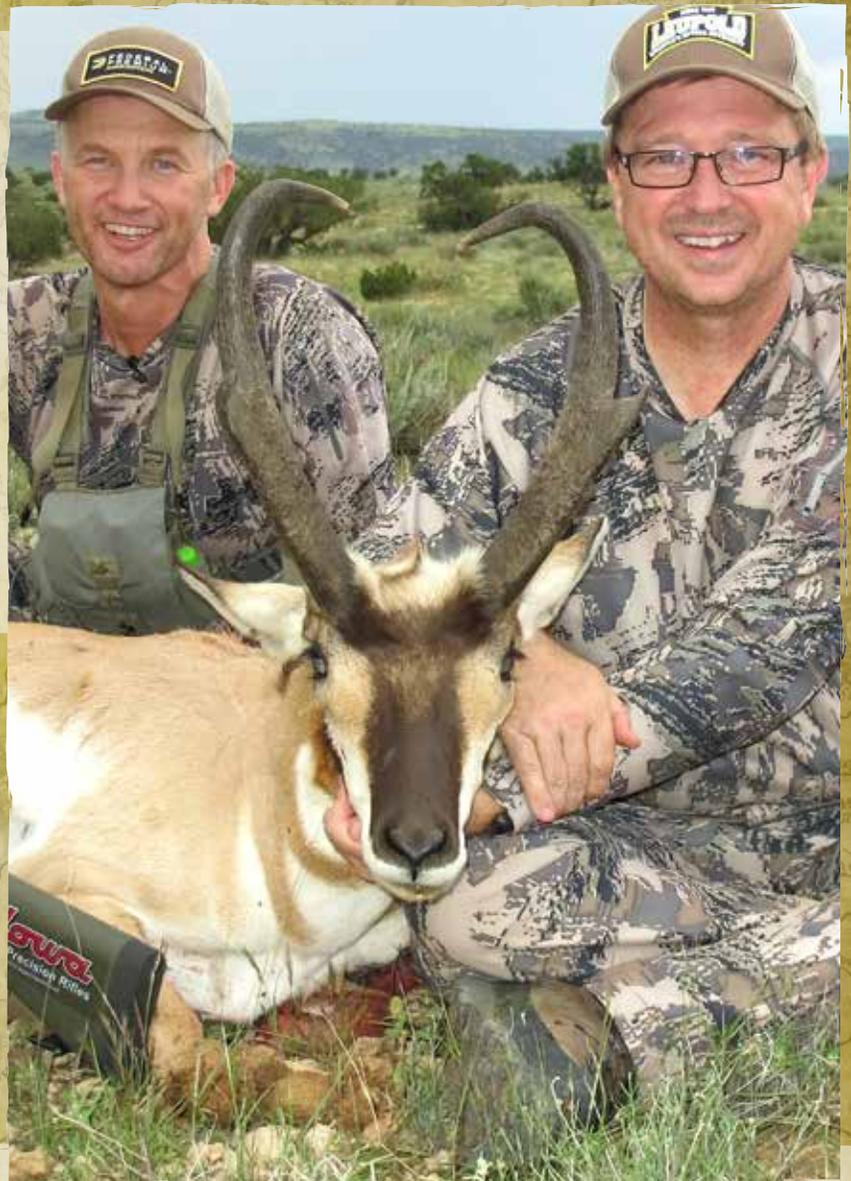
- 10 original episodes per season!
- 26 week duration - July 1st to December 31st!
- 4 airings per week!
- Prime spot on Thursdays at 9:30 pm EST during Sportsman Channel's *Thursday Trailblazers* night.

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SPORTSMAN CHANNEL info & demographics

- ▶ 75% Male
- ▶ Median Age of 52
- ▶ 68% of Viewers Spend Over 45 Days per Year in the Field
- ▶ Randy Has Been Named 2013 Sportsman of the Year!



- Delivered to more than 30 million U.S. households.
- The only network 100% dedicated to 82 million Americans who hunt, shoot & fish.
- More programming hours of hunting, shooting, and fishing than any other network.
- Randy Newberg was named the Sportsman Channel's 2013 Sportsman of the Year.

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WEBSITE statistics



- ▶ 1,150,000 Visits
- ▶ 461,000 Unique Visitors
- ▶ 6:25 Average Time Spent on Site
- ▶ 5.19 Pages Viewed Per Visit
- ▶ 6,000,000 Pageviews



- Monthly viewership in 2013.

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SPONSORSHIP PACKAGE level 3 - gold

- ▶ Includes Silver & Bronze Packages
- ▶ 1 Year Title Sponsorship
- ▶ Television Vignette

SOLD



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 30 second vignette in the 2014 season. These vignettes will be within a particular episode and run a minimum of 8 times each.

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SPONSORSHIP PACKAGE level 2 - silver



- ▶ Includes Bronze Package
- ▶ 30 Second Spots
- ▶ Website Placement



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 2014.
- Website placement and ads at 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).
 - Up to 5 sponsor videos for inclusions on the site each year.

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SPONSORSHIP PACKAGE level 1 - bronze

- ▶ 5 Second Billboard Spot
- ▶ Product Placement
- ▶ Category Exclusive



- One 5 second billboard spot per airing. Sponsor will receive one opening or closing billboard in all guaranteed airings.
- Host will use sponsor's products where applicable during 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.