

FRESH TRACKS

with Randy Newberg

2013 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.



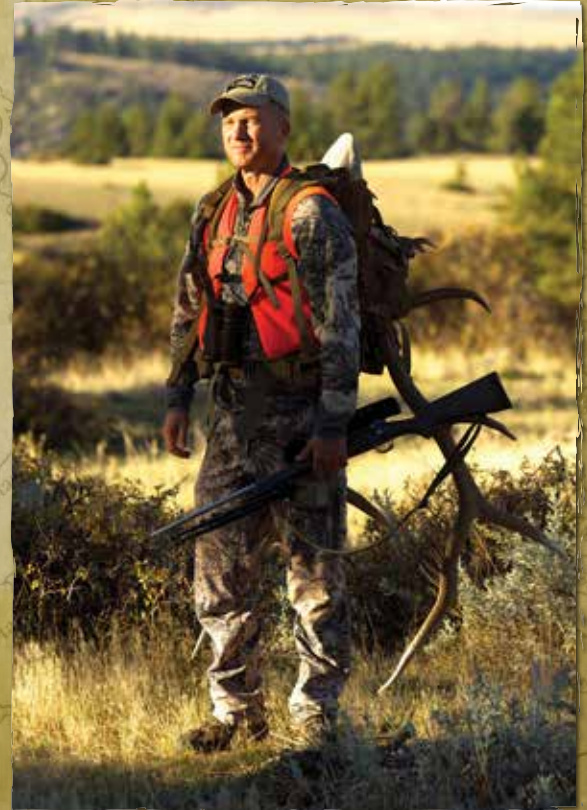
FRESH TRACKS

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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 9:00 pm EST during Sportsman Channel's Thursday Trailblazers night.

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SPORTSMAN CHANNEL added values

- ▶ 3 Programming Advertisements
- ▶ 100 On-air Tune-in Advertisements
- ▶ Producer Spotlight and e-Newsletter



- Sportsman Channel provides 3 programming guide ads annually to promote *FRESH TRACKS with Randy Newberg* in select Intermedia Publications.
- *FRESH TRACKS with Randy Newberg* will receive a minimum of 100 on-air tune-in advertisements annually.
- Feature *FRESH TRACKS with Randy Newberg* in the “Producer Spotlight” section of monthly consumer e-newsletter (60,000+ subscribers).

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SPORTSMAN CHANNEL added values (cont'd)



- ▶ 1 Million Member Email Blasts
- ▶ Social Networking!
- ▶ "Hunt. Fish. Feed." Initiative
- ▶ \$65,815 Value

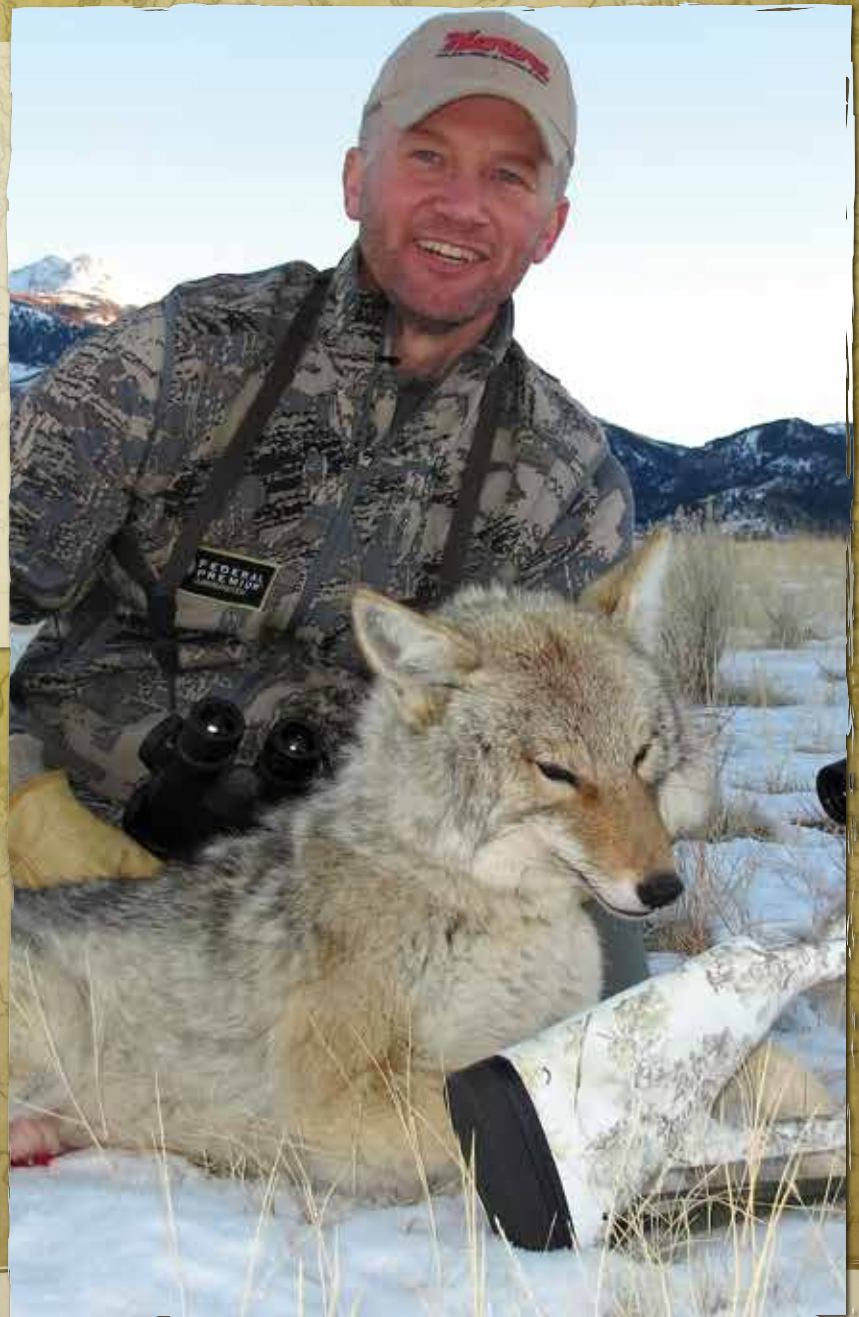
- Email blasts to nearly 1 million intermedia members that include an announcement of *FRESH TRACKS with Randy Newberg's* launch on *Sportsman Channel*.
- *Sportsman Channel* will provide ongoing social networking promotion of *FRESH TRACKS with Randy Newberg*.
- Host Randy Newberg will serve as the 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

- ▶ 75% Male
- ▶ Median Age of 52
- ▶ 68% of Viewers Spend Over 45 Days per Year in the Field
- ▶ Sportsman Channel is Now Nielsen Rated!



- 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.

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WEBSITE STATISTICS



- ▶ 81,465 Visits
- ▶ 33,354 Unique Visitors
- ▶ 8:00 Average Time Spent on Site
- ▶ 5.95 Pages Viewed Per Visit
- ▶ 484,815 Pageviews



- Monthly viewership from August 1, 2012 to August 31, 2012.

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SPONSORSHIP PACKAGES level 3 gold

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



- 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 2013 season. These vignettes will be within a particular episode and run a minimum of 8 times each.

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SPONSORSHIP PACKAGES 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 2013.
- 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 PACKAGES 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.