

# PDXposed



## Sponsorship Opportunities



Portland's Arts, Travel & Entertainment TV Show

# PDXposed

[kgw.com](http://kgw.com)

Portland, OR  
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[www.PDXposed.com](http://www.PDXposed.com)



## Loving Local, Going Global

### About PDXposed

PDXposed has revolutionized the concept of locally-produced television. Brought to life in 2004, PDXposed is the creation of two great media minds, Jon Olson (Host, Writer and Executive Producer) and Josh Martin (Senior Editor and Cameraman). Over the past four years Jon, Josh and the rest of the PDXposed crew have created a new concept of how television should be presented and produced; fun and positive television of the highest quality.

PDXposed has been recognized regionally and nationally by its peers, fans and the television industry. Recently, PDXposed was nominated by the 43rd Annual Emmy awards in its first year of eligibility in two categories: "Entertainment Special or Series," and Jon Olson was nominated in the category of "Host/Talent - Non-News." In the last five years, PDXposed is one out of just two Oregon entertainment series' to be nominated, and Jon was the only Oregon host nominated during this time.

Producing a high quality, fun, positive TV show featuring all the wonderful things Portland and Oregon has to offer is Jon's passion. A little about our host - Jon Olson has an assorted background in both music and acting. Raised in South Dakota, Olson grew up playing trumpet in swing bands and has also played music professionally. Jon is a professional actor, musician and voice-over talent. Currently, Jon is hosting Portland's **number one arts, entertainment and travel TV show... PDXposed.**

Thanks to its popularity, PDXposed is moving to KGW - Northwest NewsChannel 8 in September 2008. **KGW is Oregon's #1 network that just won sweeps for the 3rd time in a row.** In addition to being viewable every Saturday night at 7:00pm, it will also be on Comcast Cable.

**Tune in and see all the fun that Oregon has to offer!**

# Why Sponsor?

## Isn't it time to get great eXposure for your company?

Portland's number one arts, entertainment and travel TV show - PDXposed - is a fun positive TV show that wants to get you involved!

We're going to Oregon's #1 network (KGW NewsChannel 8) that just won sweeps for the 3rd time in a row, in a coveted time slot (7p on Saturdays). Additionally, there is the opportunity to get cross promotion with commercial advertising on Comcast Cable - and don't forget exposure on the PDXposed website.

What better way to let the public know about your business than be a part of an Emmy-nominated show that makes you feel good?

"I was up late tonight watching your show 'ON DEMAND'. I have got to say something: IT REALLY ROCKS! wow, the show is soooooo exciting. The stories are interesting, fun, and informative. The camera work and editing is superb."  
~ Austin Reed, Tenn Edition Creator & KPTV Reporter

The first show aired in January 2004 and is now in its third year. Since its inception, PDXposed has significantly increased its fan base. Isn't it time to take advantage of it?

Sponsorship is your organization's opportunity to be involved in a nontraditional type of marketing. Sponsors can sponsor content, segments, bands - there is no other television show out there that lets you do this.

**Available sponsor packages are described on the following pages. We value our sponsors input - it's important to us that the sponsorship makes sense to you. We customize our sponsorship packages to fit your needs, so let us know how we can help make your sponsorship all it can be!**

Sponsorship has a lot to offer.

# Sponsorship opportunities and offerings

## Title Sponsorship \$15,000 - \$20,000/month (One year commitment)

- Minimum of 900 shared commercial spots/month to be aired on Comcast Cable
  - o Spots to be updated by TDS and Sponsor, timing TBD
  - o Shared commercial airtime to be 20/10 second split between PDXposed & sponsor
  - o 6 regions/250 per region - 1,500 run of station spots/month, guaranteed!!

**VALUE - \$30,000/month (\$20 per spot)**

- Sponsor to be given a full: 30 spot within every episode
  - o Spot to be full: 30 and will be updated to reflect special events/parties
  - o Spot to be produced by Sponsor or TDS, TBD

**VALUE - \$2,000 (\$125/spot x 16/month min.)**

- Title Sponsor Package (TSP) to include Sponsor mention and logo placement on close of each PDXposed episode (16/month min. & ON DEMAND!)

**VALUE - \$1,000/month**

- TSP to include Hosts of PDXposed participating in Sponsor events and assisting in promotions of events, both in person and within the TV show

**VALUE - \$1000 (\$50/show x 16/month min. + OD)**

- PDXposed to offer segment opportunities for LSTC
  - o Segment to feature LSTC event, if desired
  - o Segment to feature other related Sponsor business partners
  - o Segment to feature updates to LSTC's.

**VALUE - TBD (\$1,500 each, #TBD)**

- In partnership with our clothing sponsor, Latitudes, Sponsor logo may be placed on PDXposed Gear, which is worn by the crew on every shoot

**VALUE - \$500/month**

- Additional advertising will be offered at www.pdxposed.com, with link to Sponsor website. Currently, www.pdxposed.com is receiving over 38,000 hits per month!

**VALUE - \$1,500**

- PDXposed to also be played on Comcast's Video On Demand (unlimited viewing!!)

**VALUE - \$2,500**

**TOTAL TITLE SPONSOR PACKAGE VALUE - \$ 40,000/**

## InMotion Sports/NW Music Sponsorship \$2500 month (Six month commitment)

- Sponsor logo placement on PDXposed Banner and Crew clothing.

- Verbal mention before every segment, with logo placement on the screen, "This segment is brought to you by....."

**VALUE - \$1,000/month**

- One full segment, per quarter, of your choosing on PDXposed.

**VALUE=\$1,000/month**

- One full 30-second commercial within within each episode of PDXposed

**VALUE=\$2,800/month**

- Verbal thank you at the close of each episode by Host.

**VALUE=\$1,000/month**

- Logo in scrolling credits at end of show.

**VALUE=\$1,000/month**

- Website presence with cross promotion and links to your website.

**VALUE=\$1,000/month**

**TOTAL SEGMENT SPONSOR PACKAGE VALUE - \$ 7,800**



## Commercials

PDXposed has seven commercial spots per show on KGW. Commercial advertisers can provide their own 30-second spot, or PDXposed can create one for you at a discounted rate. (Examples of our work can be seen on the Digital Exposed website; contact us for more information).

VALUE - \$350/each

**or Sponsor an entire show...**

Need info here...

## Segment Sponsorship

Raise awareness of your restaurant or business on PDXposed. Let the PDXposed team come into your establishment and show our viewers how great you are!

Restaurant segments are 1 - 2 minutes.

**VALUE - \$1250/each**

Business segments are 3 - 5 minutes.

**VALUE - \$1500/each**

## CONTACT US:

**Name**

**Phone**

**Email**