

*Pittsburgh*  
**INTHECLUB.TV**

FASHION • BEAUTY • TRENDS • DINING • NITELIFE



Your Guide to the City.

[www.intheclub.tv](http://www.intheclub.tv)



## ABOUT *the show*

Back for an action-packed season, Pittsburgh's #1 local TV show, In The Club.TV gives viewers the 411 on the area's haute spots. From favorite places to shop, fashion must haves, beauty tips, and latest trends to road envy, chic cuisine, and alluring A-list scene, In The Club.TV keeps our viewers in the know each and every week!

This ½ hour TV show airing on either My Network or the CW offers businesses a unique way of targeting the 21 to 44 year old, 9 to 5 professionals. The show consists of 5 segments that focus on educating our viewers on the latest trends, current styles, and hottest spots.

The show has quickly become the advertising outlet of choice by many businesses through the region. In The Club.TV utilizes a variety of elements to attract, entertain, and educate our viewers on the places we visit. The show provides businesses with a unique outlet to promote their venue, image, product, or name in a way that is unique, affordable, and cost effective. At the same time, credibility is built and results are immediately noticed.

## DEMOGRAPHIC *profile*

### SHOW STATS AND TIMES

#1 show in both time slots \*1.1 viewer rating on UPN Pittsburgh last season

### WHEN YOU CAN WATCH *In The Club.TV*

Saturdays 2:30 am and Thursdays 1:30 am on



OR





## Titled Show Sponsor of In the Club.TV

### **What you will receive:**

Title Show Sponsor \$1500/show

This sponsorship package allows your business to be one of the exclusive two titled sponsors of InTheClub.TV

### **Prior to the airing of the show:**

- Inclusion at all of the 65 on-location segment tapings
- Direct Invasion party interaction at each of the 20 clubs/bars with approx. 450 people at each
- Titled inclusion on all flyers, banners, TV commercials (both cable and broadcast), radio spots, and InTheClub.TV website

### **During the on-location TV taping:**

- 1- Feature to be taped on topic or at the business of choice (value of features: \$1,200/ feature)
- Show host/MC to give out product, service, or business endorsements while on location, an on location producer, photographer, and camera crew.
- We interact with the crowd while promoting the show and our sponsors in a way the crowd can relate (contests, give-a-ways). Last season we moved over 1000 cases of Rolling Rock in just 15 tapings.

### **Airing of the Show:**

- Logo inclusion on In the Club.TV show promos, TV commercials, radio, and print advertising
- 1 - :30 second commercial produced, edited, and aired during In the Club.TV. Each show is also aired twice.
- You gain all of the licensed footage we take

**Total number of shows: 13**

**Total cost per show: \$1500**

**Total cost per season: \$20,000**



### Title Sponsorship Package Cost Breakdown

Type of campaign	Description	Total number	Total # of Venues	Total # delivered	Total HH/ Estimated Impressions	Total Charged amount
<b>Prior to show airing</b>						
<b>13 week campaign</b>	<b>Inclusion at the on location/ premise parties, tapings and events</b>		<b>65</b>			<b>\$10,000.00</b>
	Direct Invasion Party Interaction/ Activated Impressions	450	20		9,000	
	Inclusion at the on location segment tapings and events	45	45		2,025	
	Titled Inclusions on flyers and banners promoting Invasion Party	up to 5000	20	100,000		
	Titled Inclusions on cable spots promoting Invasion Party	60	20	1,200	800,000+	
	Titled Inclusions on broadcast spots promoting Invasion Party	30	20	600	500,000+	
	Titled Inclusions on radio spots promoting Invasion Party	15	20	300	300,000+	
	Internet advertising promoting event. Logo inclusions on the home page. Visuals on the "What to Drink" page.	T.B.D.	T.B.D.	T.B.D.	T.B.D.	N/C

**Promotion of Show**

Description	Total Number	Total # of Venues	Total # Delivered	Total HH/ Estimated Impressions	Total Charged Amount
Logo inclusion on all promotional media via print, cable, broadcast and radio that promotes the show					<b>\$5,000.00</b>
Logo Inclusion Show Promo Flyers / Banners	5,000	2	10,000	10,000+	\$1,250.00
Logo Inclusion Show Promo Cable Spots	50	15	750	800,000+	\$1,250.00
Logo Inclusion Show Promo Broadcast spots	50	15	750	500,000+	\$1,250.00
Logo Inclusion Show Promo Radio Spots	50	15	750	500,000+	\$1,250.00
Internet advertising promoting event. Logo inclusions on the home page. Ownership of 1 website page.		6 months		100,000+	N/C

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## Airing of Show

	Description	Total number	Total # of Venues	Total # delivered	Total HH/ Estimated Impressions	Total Charged amount
	<b>On air presence</b>					<b>\$5,000.00</b>
	Airing of commercial during show (each show airs twice)	2	26	52		\$3,000.00
	Show billboards/ mentions	2	26	52		\$1,000.00
	Internet advertising promoting show. Logo inclusions on the home page. Ownership of 1 website page.					\$1,000.00

## Added Value

	Show host, DJ or "Hottie Girls" to participate in cross promotions	5				N/C
	Invasion Party to be given to bar or club of your choice	2				N/C
	Logo Inclusion on promotional prizes and giveaways					N/C
	1st right of refusal on contract renewal					N/C
	<b>Total Value</b>					<b>\$ 50,000.00</b>
	<b>Total Package Price</b>					<b>\$ 20,000.00</b>
<b>Optional</b>	Exclusivity Optional				Additional	\$ 7,000.00

# Pittsburgh INTHECLUB.TV

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**Facility Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Requested Shoot day:** \_\_\_\_\_

**Type of Facility:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

Total Package Price: \_\_\_\_\_

Total Amount Paid: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Date Due: \_\_\_\_\_

**Creative Visions:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Client Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

All payments are due at the time of signing.

After the signing, an In the Club.TV promotion coordinator will be assigned to you. Your In the Club.TV coordinator will schedule your shoot date and your air date. All dates, times, and networks are subject to change without notice. Upon request, you will be sent a copy of your segment. Creative Visions Entertainment will be advertising and promoting the on location shoot at your facility one week prior via TV, radio, print, and web should you purchase the appropriate package. Should you currently be airing commercials, Creative Visions Entertainment gives permission to advertise the In the Club.TV shoot at your facility. Creative Visions Entertainment owns and maintains the rights to all footage. Once the package is paid in full, the client will be issued a license to use all footage shot and edited pertaining to the client's segment. Under no circumstances will Creative Visions Entertainment be responsible or obligated to re-shoot footage due to poor attendance on the scheduled shoot date. All necessary equipment for production will be provided by Creative Visions Entertainment. Package cost includes all pre and post meetings needed to finalize project. All travel expenses are to be paid by the client and are not included in the production package price. Please make checks payable to Creative Visions Entertainment. Thank you for allowing us the opportunity to work on your project.

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