



Keeping It Real with Kym

TV Sponsorship Proposal

2023

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Message from the Marketing Director

Dear Prospective Sponsor/Investor and Partner,

Firstly, I would like to personally thank you for allowing us the opportunity to present you with our proposal for our Season 2 TV show coming 2024 on major TV & Streaming Networks.

As we entered our second season of *"Keeping It Real with Kym"*-TV Talk Show we have just brought in Actor/Producer Sean Kanan as our Co-Host to Kymberli Boynton, Host. We are currently in the production & filming stages, and are striving to format whilst importantly build upon our marketing efforts to ensure the shows increase its' status and continue to grow.

As major production companies, **NVE Films (NVEF)** and **Kymmiebear Productions (KBP)**, we are looking for sponsors and investors to help offset some of the enormous costs of putting on shows like ours (including set construction, costumes, production team hire and catering). Your company has been selected as a potential sponsor on account of compatibility with our image, vision, and target markets.

Our tiered sponsorship packages as well as investment offers have been designed to give businesses the opportunity for cost effective promotion and marketing of their business with brand exposure through a variety of mediums including television, newspapers, magazines, radio, website, streaming platforms, and social media.

If you have any queries regarding any of our sponsorship packages, please don't hesitate to contact me. I will be personally overseeing all our sponsorship/investment arrangements.

Our production team sees these opportunities as providing a proactive and creative source of entertainment both nationally and internationally and would love to see you associated with us in 2022 and beyond.

Donna May
Marketing Director

Introduction

TV sponsorship and investment can range from a simple on-air association with a single programmes or strand to a long-term, fully integrated partnership including branded content, product placement, televised branded events, promos, competitions, licensing, and lots more. Big or small, tactical, or strategic, there are sponsorships to fit all. Here we look a bit closer at the nuts and bolts of this element of content partnership.

Key Points

- Many TV programmes are themselves powerful brands. Their prestige, popularity and perceived values can rub off on those brands that associate with them through successful sponsorship.
- Advertisers can now sponsor not only programmes, but strands of programming, dayparts, genres and even whole channels.
- TV Sponsorship can deliver a consistency of audience, time of day and environment that is expensive to replicate through the traditional media buy.
- Sponsorship can be a great way for brands to first get on TV.
- Sponsorship can be used to fulfil a wide variety of roles for brands, from repositioning, de-seasonalizing, creating fame quickly and taking the high ground in a competitive market to launch and response.

What Do You Want to Achieve and What to Sponsor?

What you choose to sponsor depends on your priorities, target audience, and of course your budget. Your objectives dictate the programming to choose and how to best leverage the association. These are the crucial questions to ask yourself:

- Do you want to make a new product famous fast?
- Do you want to reposition or de-seasonalize your product?
- Do you want to take the high ground in a competitive market?
- Do you have a variety of products or variants to display over time that do not have a TV advertising budget?
- Or do you want to change your perceptions of your brand?

Our Vision

The vision and mission of "Keeping It Real with Kym" are to provide a platform that showcases authentic and relatable stories from individuals and families, especially from Generation Z and Alpha, who have faced various challenges in their lives. The show aims to shed light on important topics such as bullying, gender identity, pronouns, social anxiety, depression, and other mental health issues.

Our Audience for "Keeping It Real with Kym"-TV Talk Show (KIRWK)

The projected engaged audience is roughly 1.9 million viewers per episode. "Keeping It Real with Kym" (KIRWK) is a 60 min 10-episode TV Reality Talk Show.

Season 1 (completed) features various celebrities, influencers, musicians, community leaders and more. Look for Season 1 to drop Fall 2023.

Season 2 (Pre-Production) is a 60 min 10-episode TV Reality Talk Show that features Co-Host, Actor & Producer, Sean Kanan (Cobra Kai, Karate Kid, The Bold & the Beautiful). The series new direction is focused on Through candid and open discussions, "***Keeping It Real with Kym***" aims to break down barriers and stigmas surrounding mental health and social issues. By featuring individuals who have overcome their challenges and found their inner strength, the show seeks to inspire and motivate its audience.

Additionally, the show's mission is to provide a safe space for individuals to share their stories, voice their experiences, and find solace in knowing they are not alone in their struggles. It aspires to be a beacon of hope for those facing similar issues and to demonstrate that despite hardships, there is always a path towards healing, growth, and empowerment.

Kymerli says, "I am so very passionate about helping people, especially our youth and I just feel they need their own outlet and place in society to be heard and get noticed. I'm super motivated and excited to begin working on future episodes of KIRWK and bring something other than the usual to the world."

Current Sponsors

Memelli's Sports Bar & Grill
Polaris Performing Arts Academy
Joe Kelly Productions
EZWay Networks/Magazine
Katherin Kovin Pacino
Jimmy Star & Ron Russell Show
Lake Elsinore Casino
MJD Productions
Xspannsion Network
Visionaries Film Festival
Temecula Wine & Beer Garden
Taylormade Counseling
Jimmy Star & Ron Russel Show
Definition Sports Massage
A Shadow in the Dark Productions
Definition Sports Massage
Empowered Magazine
Hotel Maya
Hobo's BBQ & Cantina
Flip Creative Media
Kore PR Fim
Hell's Kitchen
First Place Wellness Center
Blue Rose Designs

Hashtag Selfie Experience Gallery
IncludEDucation
Hollywood Weekly Magazine
Jet Set Global/Jet Set Magazine/Media
Your Success Magazine
Lil Saint Productions
CJ's Sports Grill & Turf Club
Leave No Woman Behind
Serenity Wellness Center/Magazine
Drive Time Reality
Million Dollar Diamond Pageant
Dr. Drip IV
The Perfect Zone Podcast
Lake Elsinore Storm Stadium
Amare' Magazine
Birdsong Resort
Sue Wong, Designer
Distinct Wrapz
Emilio's Resteraunts
Lasting Legacy PR
Lexus of Temecula
Dr. Drip IV
Kona Pool Builders
Hanna's Hope

And more....

Current Branded Partners

- **Louis Vuitton**
- **Coach**
- **Michael Kors**
- **Fendi**
- **Tiffany's**
- **Prada**
- **Chanel**
- **Gucci**
- **Guess**
- **Old Navy**
- **Coffee Bean & Tea Leaf**
- **Starbucks**
- **The Roku TV Channel**
- **Amazon Prime**
- **Hulu**
- **Disney**
- **And more.....**

Our Distribution & Networks for KIRWK

Amazon Prime Video

Ever since Netflix expanded its operations to streaming media in 2007, video-on-demand (VOD) has become a phenomenon. Along with Netflix, companies like Amazon and Hulu have created a new market that is changing the way people view movies, TV shows, and video content in general. As of 2021, Amazon's on-demand service, Amazon Prime Video, was the second most searched video streaming service worldwide, after Netflix. What is more? It occupies the second position in the growing subscription video-on-demand industry. The number of Prime Video subscriptions is projected to rise.

Industry overview

- [Global OTT video penetration rate from 2017 to 2026](#)
- [Global OTT video penetration rate 2022, by country](#)
- [SVOD revenue worldwide 2016-2026](#)
- [Global SVOD subscriptions and subscribers 2021-2027](#)
- [SVOD subscriber count worldwide 2020-2027, by service](#)
- [Global monthly search volume for leading streaming platforms 2021](#)

Key Figures

CONTENT

- [Share of U.S. adults agreeing that Amazon Prime Video offers the best selection of original content](#) 11%
- [Number of movie and TV show titles available on Amazon Prime Video](#) 44K
- [Number of movies available on Amazon Prime Video in the UK](#) 7.4k

VIEWERS

- [Share of 35–44-year-olds subscribing to Amazon Prime Video in the U.S.](#)
- [Share of U.S. adults currently subscribing to Amazon Prime Video](#) 55%
- [Number of Amazon Video Subscribers in Eastern Europe](#) 1.2m
- [Number of daily active users of the Amazon Prime Video app in Sweden](#) 13k

HULU TV

Hulu key statistics

- Hulu generated approximately \$10.7 billion revenue in 2022, most came from its streaming platform.
- Over 41 million people subscribe to Hulu, 4.1 million of those subscribe to Hulu's Live TV services.
- Disney valued the app at \$15.8 billion in 2019, when it agreed to acquire the rest of it from Comcast.

Hulu overview

Launch date	29 October 2007
HQ	Los Angeles, California
People	Jason Kilar (co-founder), Joe Earley (President), Bob Chapek (CEO, Disney)
Business type	Subsidiary
Owner	The Walt Disney Company
Industry	Video streaming

Hulu revenue

Hulu made \$10.7 billion revenue in 2022, an 11.4% increase on the previous year.

Tubi Statistics

Tubi User Count

Number of Tubi users:

[64 million monthly active users](#)

Last updated 4/3/23

Additional Tubi Statistics

Expected 2021 Tubi revenue:

[\\$350 million](#)

Average amount of content streamed on Tubi monthly:

[275 million hours](#)

Last updated March 2021

Amount of content streamed on Tubi in 2021:

[3.6 billion hours](#)

Total number of titles on Tubi:

[50,000 titles](#)

Last updated 4/3/23

Amount of content on Tubi:

[56,000 hours](#)

Last updated 3/17/20

Number of Tubi content providers:

[455 content providers](#)

Last updated 4/3/23

Average amount of time a Tubi user spends on it:

[60 minutes per session](#)

[8 hours per month](#)

Last updated 6/24/19

Amount Tubi was reportedly purchased by Fox for:

[\\$440 million](#)

Amount of funding Tubi had raised prior to its sale:

[\\$34 million](#)

ROKU TV

What is Roku

Roku is a TV set-top streaming device and smart TV manufacturer. Roku pioneered streaming for the TV and aspires to power every TV in the world. As of June 2016 the Roku OS powered TV streaming for 10+ million monthly active accounts. Roku is known for streaming innovation and high customer engagement, offering content providers and video advertisers the best way to reach streaming audiences.

Roku User Count

- **2021: 60.1 million active users**
- **2020: 51.2 million**
- **2019: 36.9 million**
- **2018: 27.1 million**
- **2017: 19.3 million**
- **2016: 13.4 million**

NVE TV on Roku TV hosts an array of entertainment projects ranging from reality television and news programs to episodic series, cooking shows and more.

Having relationships with the forefront of streaming and cable services, our projects showcase to an international audience and offer opportunities for us to collaborate with many creatives in television from around the world.

Sponsorship Packages

Our production team has designed several tiered sponsorship packages providing businesses with the opportunity to support the show at all levels. **The duration of the sponsorship agreements are proposed as either per episode, or per season with the investment figure per annum which can be in the form of funding or in kind.** The terms of any formal sponsorship agreement are negotiable, depending on the level of sponsorship offered and the nature of the sponsoring entity.

As a sponsor of our TV shows you will get to promote and network your business through various marketing

activities and receive tickets to our choice of our ten live studio audience talk shows. Your business will be well looked after achieving exposure across our members, audience and the media at minimum cost and we will promote your business to the best of our ability. Please see below an overview of the Bronze, Silver, Gold and Platinum packages and their benefits.

Silver Sponsor

In return for your investment, you will receive the following benefits:

- Your name/logo will be placed on our Sponsor page on the website including a link to your website. This page is dedicated to all sponsors of KUWK/KIRWK.
- Full page color ad (1) issue in Serenity Wellness Magazine (SWM)
- Your name/logo will appear in the credits of our shows.
- (4) Access tickets to Red Carpet events hosted by KIRK & SWM
- (2) Passes to 2024 "Voices Heard" Weekend Summit event

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$500.00

Gold Sponsor

In return for your investment, you will receive the following benefits:

- Your name/logo will be placed on our Sponsor page on the website including a link to your website. This page is dedicated to all sponsors of KUWK/KIRWK.
- (2) full page color ads for (2) issues of SWM
- 15 second commercial for your products and or business on TV shows and podcast
- Your name/logo will be placed on our Sponsor page on our social media and Roku TV, including a link to your website. This page is dedicated to all sponsors of KUWK & KIRWK & SWM.

- Name/Logo will be placed on aa promotional advertisements & PR release.
- (6) VIP access tickets to Red Carpet events for KUWK/KIRK and Magazines
- Your name/logo will appear on our posters, flyers and promo cards and our step and repeat banners for all red-carpet events.
- (4) passes to 2024 “Voices Heard” Weekend Summit event
- Vendor table for 2024 “Voices Heard” Weekend Summit event
- Your name/logo will appear in the credits of our shows.
- Discounted or free products and services to KUWK & KIRWK members throughout the season.

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$1500.00

Platinum Sponsor

In return for your investment, you will receive the following benefits:

- Your name/logo will be placed on our Sponsor page on the website including a link to your website. This page is dedicated to all sponsors of KUWK/KIRWK.
- (2) full page color ads for (4) issues of SWM
- 30 second commercial for your products and or business on TV shows and podcast
- Your name/logo will be placed on our Sponsor page on our social media and Roku TV, including a link to your website. This page is dedicated to all sponsors of KUWK & KIRWK & SWM.

- Name/Logo will be placed on aa promotional advertisements & PR release.
- (6) VIP access tickets to Red Carpet events for KUWK/KIRK and Magazines
- Your name/logo will appear on our posters, flyers and promo cards and our step and repeat banners for all red-carpet events.
- (6) passes to 2024 “Voices Heard” Weekend Summit event
- Vendor table & workshop for 2024 “Voices Heard” Weekend Summit event
- Your name/logo will appear in the credits of our shows.
- Discounted or free products and services to KUWK & KIRWK members throughout the season.

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$2,500.00

Sponsorship and Investment Evaluation

All sponsors will receive an annual sponsorship report evaluating the success of the performances and delivery of promised benefits. This report will include google analytics information detailing website hits, sponsor mentions and number of exposures in media coverage.

Investment Opportunity

This section explains the structure of the standard indie-financing deal, often the starting point for negotiations with investors. The formula attempts to balance the interests of the filmmakers and investors. It enables filmmakers to secure funds while the picture is in production, and repayment is generally not required unless the film turns a profit. The investors get an early return ("first out") on their investment with interest (provided the film in fact turns a profit), and an additional return on the "back end" if the film becomes a box office success.

1. Filmmaker raises money for pre-production, shooting and post-production costs of the movie (the "Budget") from various individual and institutional investors ("Investors.")
2. None of the investors receive a return on their investment ("ROI") until all items in the Budget (i.e. all budgeted expenses for the film, including deferred compensation to director, producers, staff, sales agents and other participants in the film) have been paid in full.
3. All income from all sources (e.g. box office revenues, DVD sales, license fees from TV stations) is paid out as follows:
 - (a) Distributors of the film deduct their fees and costs off the top of all distribution revenues "Gross Receipts." Gross Receipts less these distribution fees and costs is paid to the film producer.
 - (b) Producer first has to make good on any items contained in the Budget that have not been met are paid in full, on a pro rata basis.
 - (c) Producer next repays Investors are repaid the full amount of their actual investment, with interest, on a pro rata basis.
 - (d) Investors who are also entitled to "back-end" compensation from the Net Proceeds of the film receive a further ROI, on a pro rata basis, out of the "Investor's Share" of the Net Proceeds. The Investor's Share is typically defined as 50% of the total Net Proceeds. The other 50% of the Net Proceeds goes to the producer (the "Producer's Share"). Any talent and other non-investor third parties who have been promised a back-end share in the movie are paid their percentage out of the "Producer's Share."

TO BECOME AN INVESTOR-LET'S SCHEDULE A MEETING

Contact Details

Thank you for taking the time to view our sponsorship package. Our producers of *Keeping It Real with Kym* are dedicated to marketing their sponsors to ensure optimum benefits for both parties. We look forward to forming a great partnership with you.

Please contact us for further information on our sponsorship packages or if you would like to hear about other marketing opportunities or have product placement.

Donna May
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Websites: www.keepingupwithkym.com
www.serenitywellnessmagazine.com

Terms & Conditions

1. The Parties

This proposal shall legally bind _____ (“The Company”) and **NVE Films (NVEF)**, and **Kymmiebear Productions (KBP)** (“The Sponsors”).

2. Sponsorship Details

The Sponsor shall fund The Company’s reality television program for a sponsorship fee of \$_____ In return, The Sponsor shall receive the benefits defined under the selected sponsorship package. This amount is non-refundable.

3. Term & Termination

The terms and conditions of this proposal shall commence on the date the payment is made and shall remain in effect until the end of the program’s current season.

Pricing

Description	Quantity	Price	Sub Total	Total
Tax				0 %
Discount				0 %
Total				\$