



Sponsorship Opportunities

THE SISAUNDRA SHOW

 @sisaundra

xfinity Roku NOW

Broadcasting Daily on Cable Television & Streaming

7 PM EST. | 6:00 C



The Sisaundra Show

Nielsen Rated Daytime Talk-Show For Women

xfinity Roku NOW

@sisaundra



GENRE



DAYPART



LIVE AUDIENCE

"The Sisaundra Show" is an inspiring daytime destination for live music, entertainment news, community heroes and unfiltered opinions featuring talk show host, Singer/Songwriter and Top Finalist on NBC The Voice, Sisaundra Lewis. The 30 minutes long program, produced, broadcasted and distributed by AFRO TV, features a mix of guests interviews, games, Sisaundra perspective on life, relationships, parenting and things that affect our daily life and **Live music performances.**

xfinity Roku NOW

TALK-SHOW

LIVE Daily - Mon, Fri

7:00 PM

YES

100 People



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GENRE



DAYPART



LIVE AUDIENCE

Daily Live Music Performances
with Sisaundra's Band
For The Culture

xfinity Roku NOW

TALK-SHOW

Broadcast Daily - Mon, Fri

7:00 PM

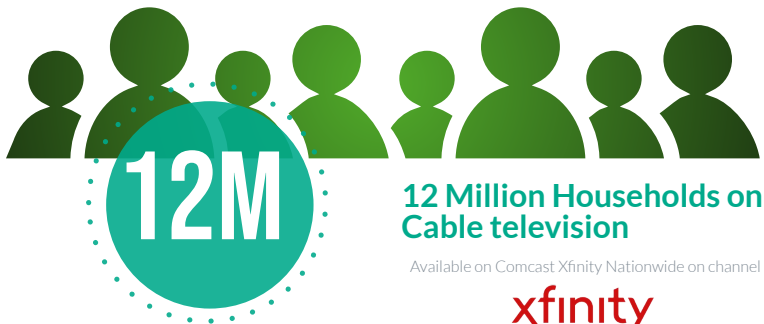
Daily Taping - 3:00 PM

YES

100 People



REACH



xfinity

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GENRE



DAYPART



LIVE AUDIENCE

TALK-SHOW

Broadcast Daily - Mon, Fri

7:00 PM

Daily Taping - 3:00 PM

YES

100 People



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Nielsen

KEY ADULT DEMOGRAPHICS

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WATCHED BY OVER
125,000 PERSON IN
MARCH 2023



61% OF
WOMEN



97% AGED 35 & UP



62% AFRICAN
AMERICAN



50% WITH HOUSEHOLD
INCOME OF \$75K+



KEY DMA*

*Designated Market Area

The Sisaundra Show viewers residence:

- 31% South East States
- 30% Central regions

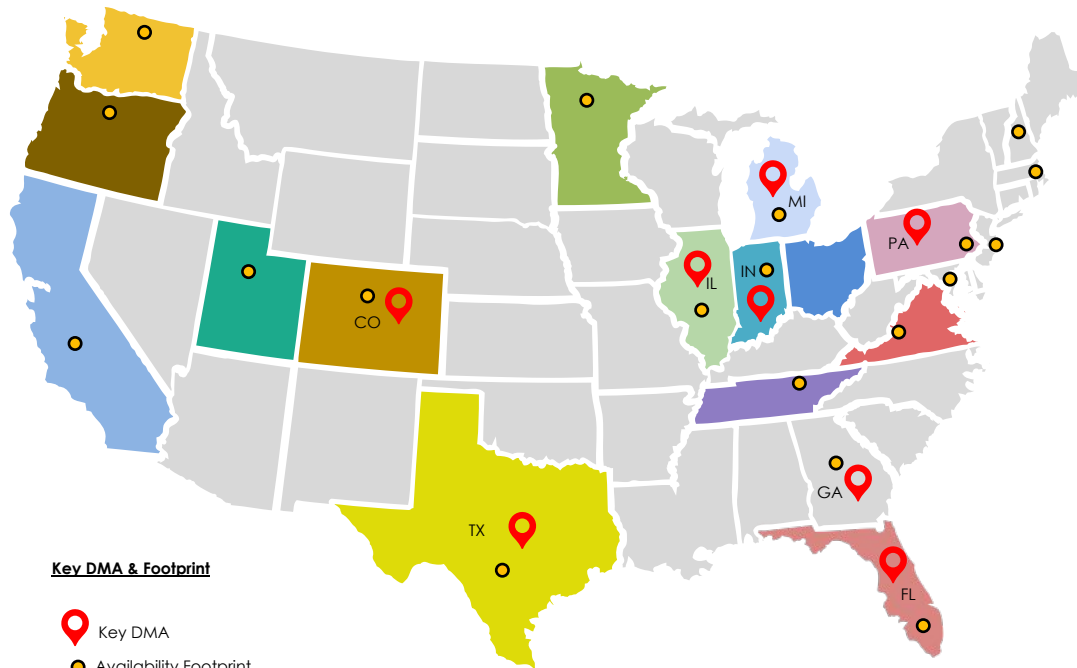
THE
SISAUNDRA
SHOW

@sisaundra

xfinity Roku NOW

xfinity

Comcast Xfinity Nationwide
Channel 1623



Key DMA & Footprint



Key DMA

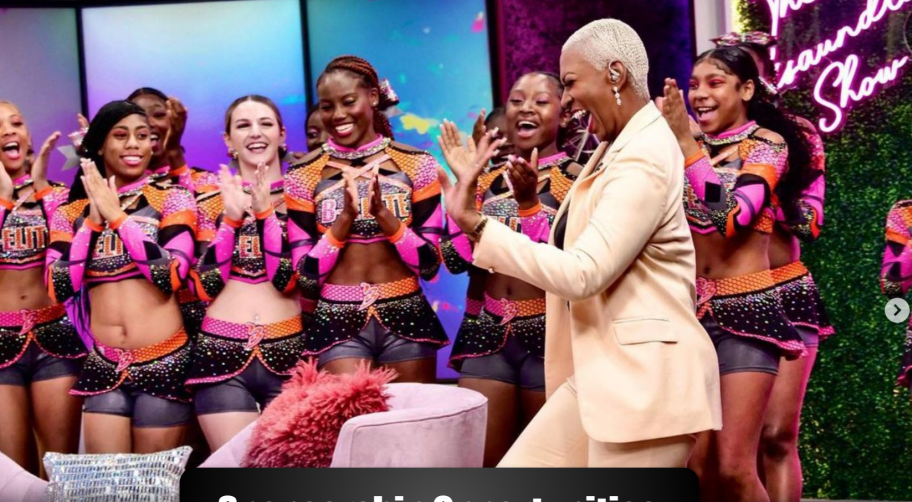


Availability Footprint

Nielsen

March 2023 Report





Sponsorship Opportunities

Leverage The Sisaundra Show success to further enhance your brand reach with a **Multicultural Black Audience**, generate more exposure, awareness and sales.

THE
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WARDROBE & ACCESSORIES

In addition to enhancing visual storytelling, our Wardrobe barter agreement provides an excellent platform to showcase garments and accessories to a wider audience, increasing visibility and sales: a win-win situation, benefiting both parties and contributing to the success of TV productions.



PRODUCTS PLACEMENT & INTEGRATION

Placement and integration agreements are designed to drive consumer engagement. They allow brands to reach specific target demographics and align with show values, fostering positive brand perceptions, building credibility, enhancing brand visibility, relevance and exposure to a wide audience leading to more sales.



TV ADS

The Sisaundra Show has a proven track record of driving brand awareness, influencing consumer behavior, and delivering a strong return on investment. Advertising on The Sisaundra Show offers several compelling advantages such as allowing your brand to connect with a broad and diverse audience in their homes on large screen, where they are often more receptive and attentive with impactful and memorable messages. TSS advertising allows for precise targeting, reaching the desired demographics effectively.



afro

30,000 sf Television studios - Orlando, FL

STATE OF THE ART TELEVISION STUDIOS INCLUDING 225-SEAT THEATER, 2 TV STUDIOS WITH LIVE AUDIENCE, 1 LARGE CYCLORAMA, 2 PRODUCTION CONTROL ROOMS AND MULTIPLE PRODUCTION SUPPORT ROOMS



KAMAROSA SOUNDSTAGE - Orlando, FL.

afro

THE SISAUNDRA SHOW IS RECORDED DAILY IN KAMAROSA SOUNDSTAGE AT AFRO STUDIOS, STATE OF THE ART TELEVISION STUDIOS INCLUDING 225-SEAT THEATER, 2 TV STUDIOS WITH LIVE AUDIENCE, 1 LARGE CYCLORAMA, 2 PRODUCTION CONTROL ROOMS AND MULTIPLE PRODUCTION SUPPORT ROOMS

THE SISAUNDRA SHOW

@sisaundra

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www.afrotaiment.us

