



REMNANT TV[®]

Ad Sponsorship Proposal

2023



WHO WE ARE

THE REMNANT TV® NETWORK



Remnant TV® is a 501(c)3 nonprofit organization dedicated to delivering inspirational messages that enrich, strengthen, and empower local & global communities through modern media. Our society is crafted by the input received in our surroundings. At Remnant TV®, we believe in using the power of media for good.

"About My Father's Business" is the newest addition to the REMNANT TV® NETWORK, hosted by the one and only Tameshia Matthews soon to be broadcasting every Saturday morning on KDAF CW- 33 at 11:00AM. If you're a business owner, brand builder, or influencer you won't want to miss this incredible opportunity to advertise on "About My Father's Business"! With Tameshia hosting, you'll be able to align your brand with her reputation for excellence. The show will feature some of the most successful entrepreneurs as well as locals in the community of North Texas. This means that you'll be able to connect with a highly engaged and affluent audience who are looking for the best products and services to enhance their own lives.





MEET TAMESHIA

STEP INTO A WORLD OF INSPIRATION WITH TAMESHIA MATTHEWS, THE CREATIVE VISIONARY BEHIND REMNANT TV®. TAMESHIA IS A WOMAN WITH A HEART FOR GOD AND HIS PEOPLE. SHE VALUES FAMILY AND THE IMPACT OF GIVING BACK. SINCE ONLY A CHILD, TAMESHIA HAS ENJOYED THE FREEDOM OF CREATIVITY AND STORYTELLING.

AFTER HAVING COME TO A POINT IN LIFE WHERE SHE SIMPLY DECIDED TO “LET GO AND LET GOD” SHE WAS IMMEDIATELY THRUST INTO A JOURNEY FROM RELIGION TO TRUE RELATIONSHIP WITH THE FATHER. INSTRUCTED BY GOD TO WRITE ALONG THE WAY, SHE NOTICED THE TRUE STORIES OF HER LIFE WERE MORE EXTRAORDINARY THAN SOME OF THE MOST CRITICALLY ACCLAIMED MOVIES EVER WRITTEN. TAMESHIA UNDERSTANDS THE POWER OF TESTIMONY AND FEELS IT’S OUR DUTY TO SHARE THE LESSONS LEARNED. THROUGH HER REMNANT TV® NETWORK, SHE SHARES GOD’S TRUTH, GOODNESS, AND BEAUTY THROUGH STORYTELLING.

WITH HER NEWEST VENTURE, 'ABOUT MY FATHER'S BUSINESS', TAMESHIA IS TAKING HER PASSION FOR STORYTELLING AND INSPIRING OTHERS TO THE NEXT LEVEL WITH HER NEW SHOW, NOW ON THE CW DALLAS ON KDAF CHANNEL 33 & THE REMNANT TV® NETWORK.

DON'T MISS YOUR CHANCE TO WORK WITH TAMESHIA AND ELEVATE YOUR BRAND TO NEW HEIGHTS WITH "ABOUT MY FATHER'S BUSINESS"!

ABOUT MY FATHER'S BUSINESS

SEASON 1

Chronicling the lives of ordinary people who've taken on the extraordinary call of God on their lives, "About My Father's Business" is designed to share real life stories of working people who have navigated through challenges that have been led by our Almighty Father, Son, and Holy Spirit!

Season One of "About My Father's Business" includes 8 episodes. These compelling stories will be shared over the course of 2 months and are a total of 28 minutes and 30 seconds in length, including our advertising and sponsorship support. The audience is North Texas and to date have had an average viewership of over 3 million people. The broadcast drives a very diversified audience and has measurable results that more than justify the financial support of our sponsors.

Episode 1 airs Saturday, September 30th at 11:00 AM on the CW-33, viewable on Channel 9 on AT&T U-Verse, Spectrum & Frontier and Channel 33 over the air, DirecTV, and Dish Network.

1

15 SECOND PROMO \$1,500

Want to be in the spotlight alongside some of the most successful entrepreneurs in North Texas? Look no further than **"ABOUT MY FATHER'S BUSINESS"**! Get your 15-second promo every Saturday morning at 11AM and watch your brand soar to new heights. With this unique opportunity, you'll be able to showcase your brand to a highly engaged audience and position yourself as a key player in the world of business. [Marketed for 2 weeks.](#)

2

30 SECOND COMMERCIAL \$3,500

Advertise your 30-second commercial reaching a highly engaged and motivated audience every week. Showcase your brand and promote a different product or event each time to position yourself as a leader in your industry. With **"ABOUT MY FATHER'S BUSINESS"**, you'll get the chance to craft a unique message tailored to your brand every week. [Marketed for 2 weeks.](#)

3

SHOW SPONSOR - Own The Commercial Breaks \$5,000

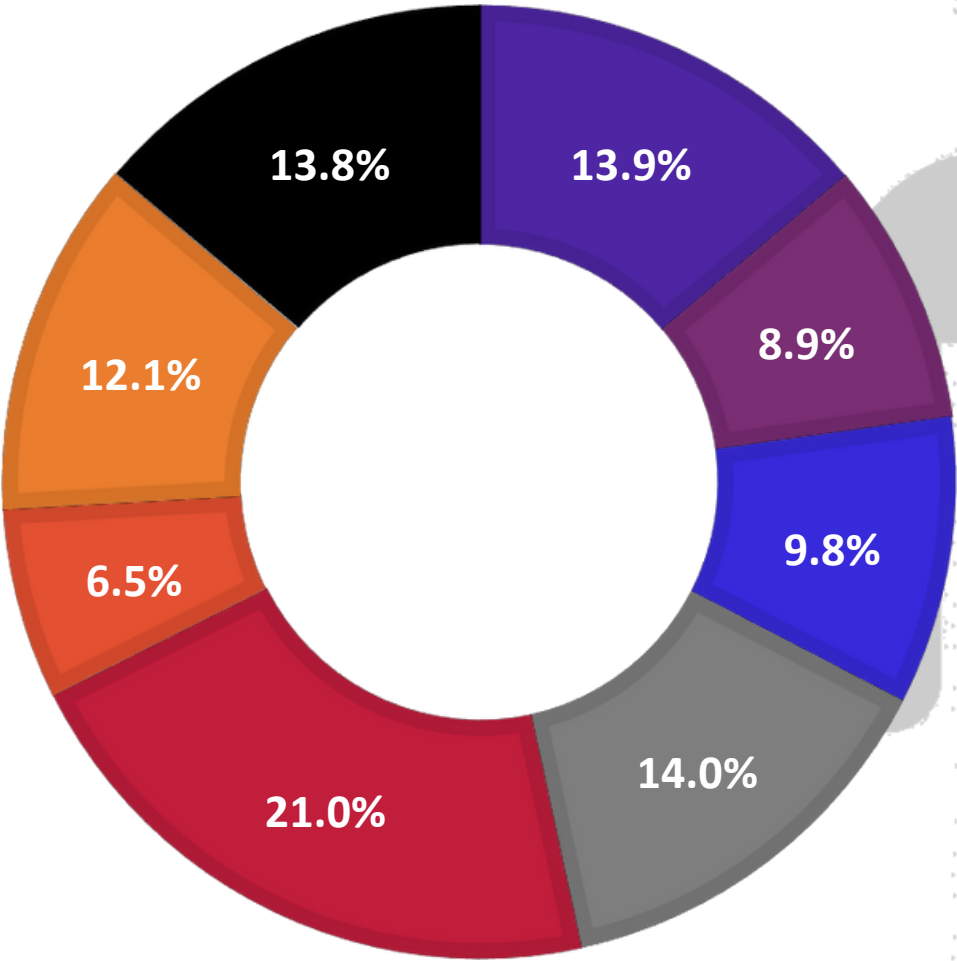
Ready to stand out? Take over **"ABOUT MY FATHER'S BUSINESS"** and have your brand promoted during our commercial breaks. Connect with our passionate and engaged audience by showcasing your product or service in-depth. Get prominent and positive exposure for your brand with (4) 30 second commercials and be announced as a show sponsor during the segment. With **"ABOUT MY FATHER'S BUSINESS"**, you have complete control over your message and can tailor it to fit your unique brand and marketing goals. Elevate your business and connect with your target audience on a deeper level - don't miss out on this exclusive opportunity! [Marketed for 4 weeks.](#)



DFW Market Demographics

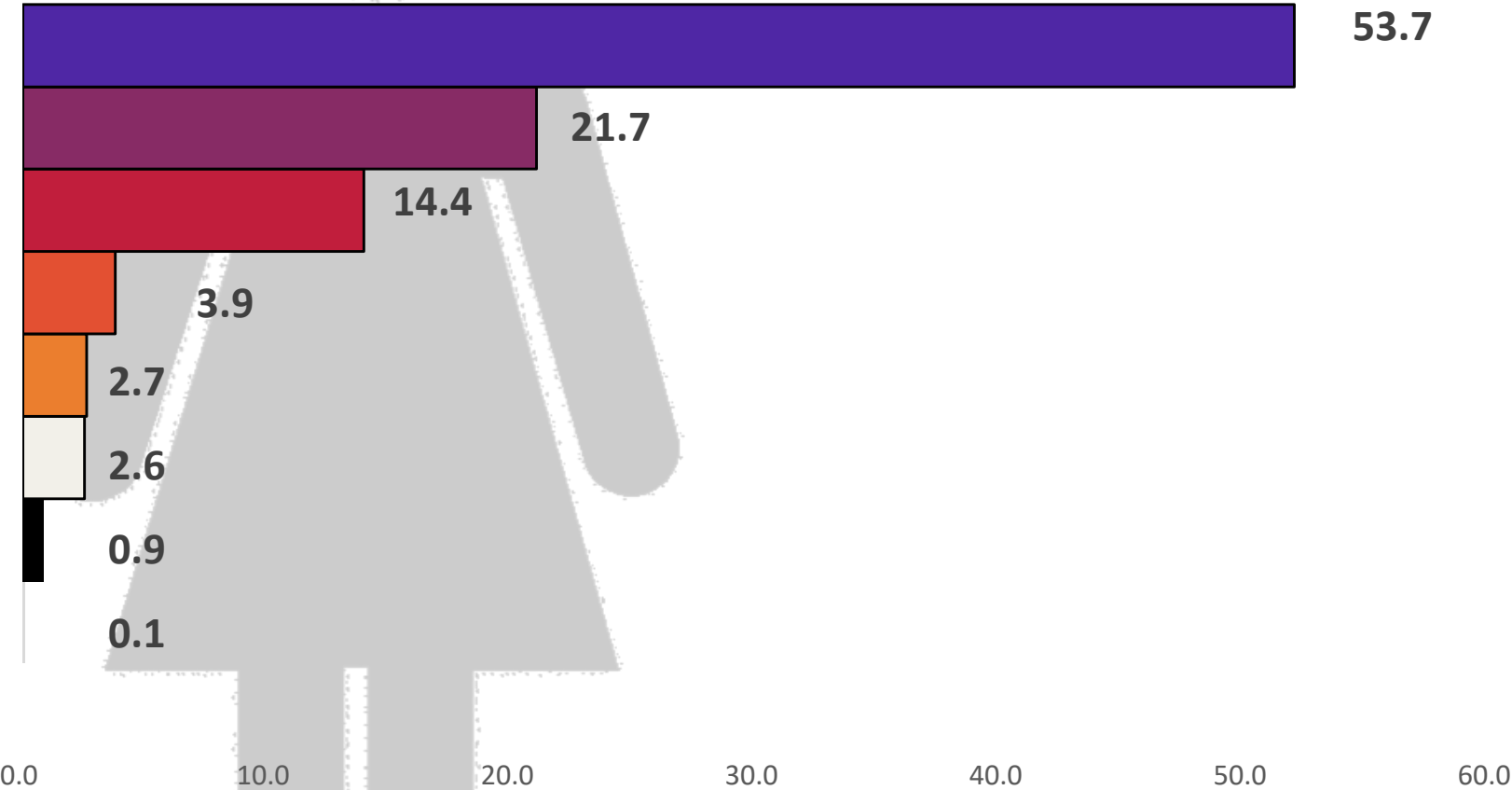


Age Breakdown %



- Person 2-11
- Person 12-17
- Person 18-24
- Person 25-34
- Person 35-49
- Person 50-54
- Person 55-64
- Person 65+

Race-Ethnicity %



- White-Non Hispanic
- White-Hispanic
- Black-Non Hispanic
- Asian Non-Hispanic
- Other-Non Hispanic
- Hispanic
- Black-Hispanic
- Asian-Hispanic

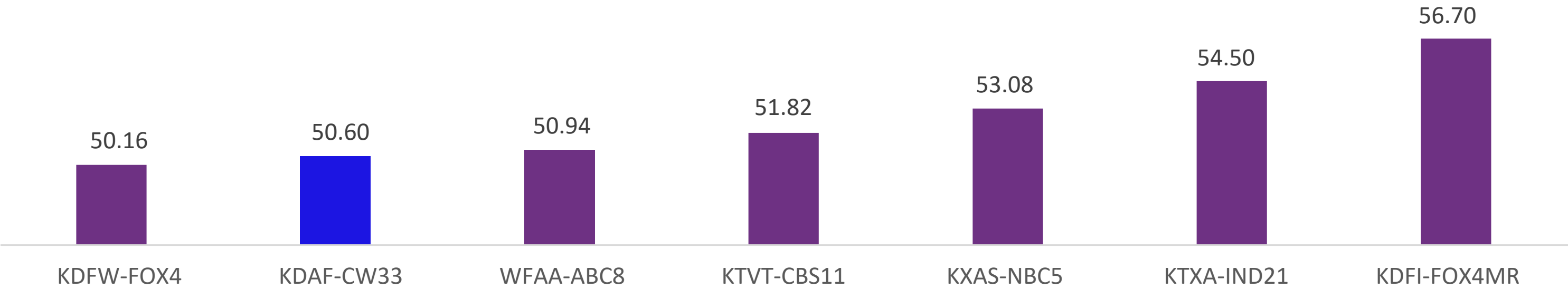
2023 Remnant TV® Media Kit



Who We Are... Approximately 800,000 Viewers Strong...

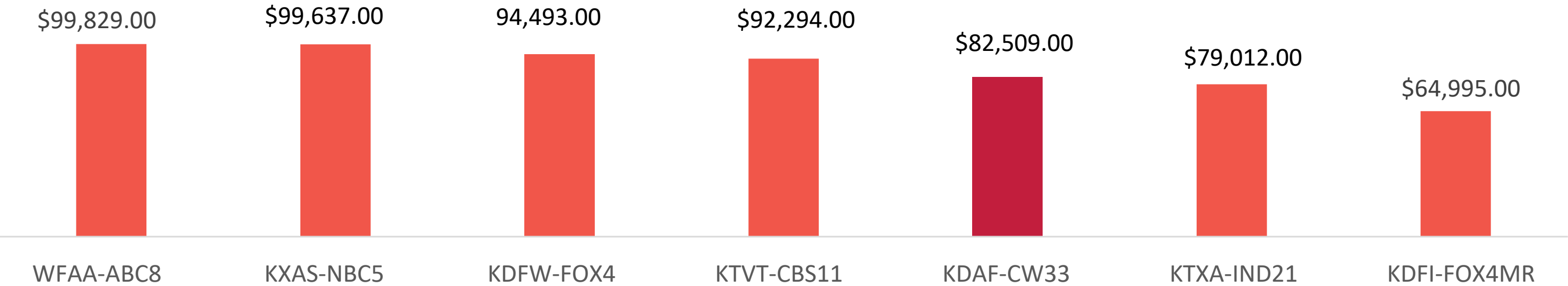
KDAF-CW33 has an AVERAGE AGE that can rival the other GENERAL MARKET STATIONS in DFW

Mean (Average) Age Broadcast Station Watched Past 7-Days



KDAF-CW33 has an AVERAGE HOUSEHOLD INCOME that can rival the other GENERAL MARKET STATIONS in DFW

Mean (Average) Household Income Broadcast Station Watched Past 7-Days



2023 Remnant TV® Media Kit



KDAF/CW33 is the **ONLY** locally owned broadcast station in the Dallas-Ft Worth market.

KDAF is owned by Nexstar Media Group, Inc, the nation's largest broadcast media company, based, in Irving, Texas.
Nexstar Media Group, Inc owns our two networks:



40 STATES 117 MARKETS 198 LOCAL STATIONS

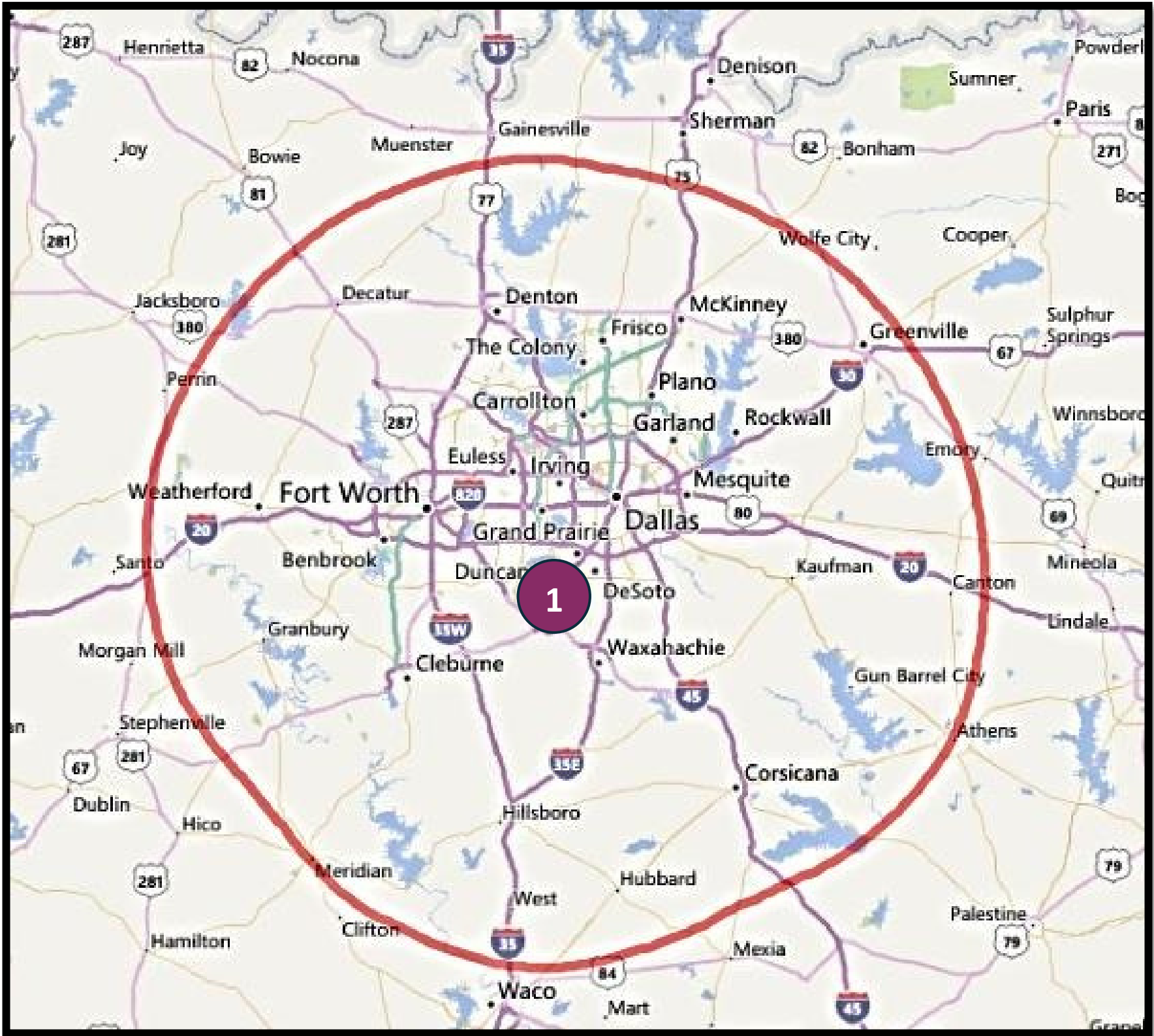
- Reaching **70%** of U.S. Households
- **90M+** Unique Visitors
- **7.8B** Page views
- **10.4B** Multi-platform minutes spent
- **1.6B** Video views
- **Top 3% with Google & Facebook**

Nexstar reaches THE MOST digital audiences (ahead of Tegna, Advance, Hearst, Fox)

KDAF/CW33's platform delivers exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable local advertising opportunities for advertisers and brands across all screens and devices.



KDAF-CW33 Broadcast Coverage Map



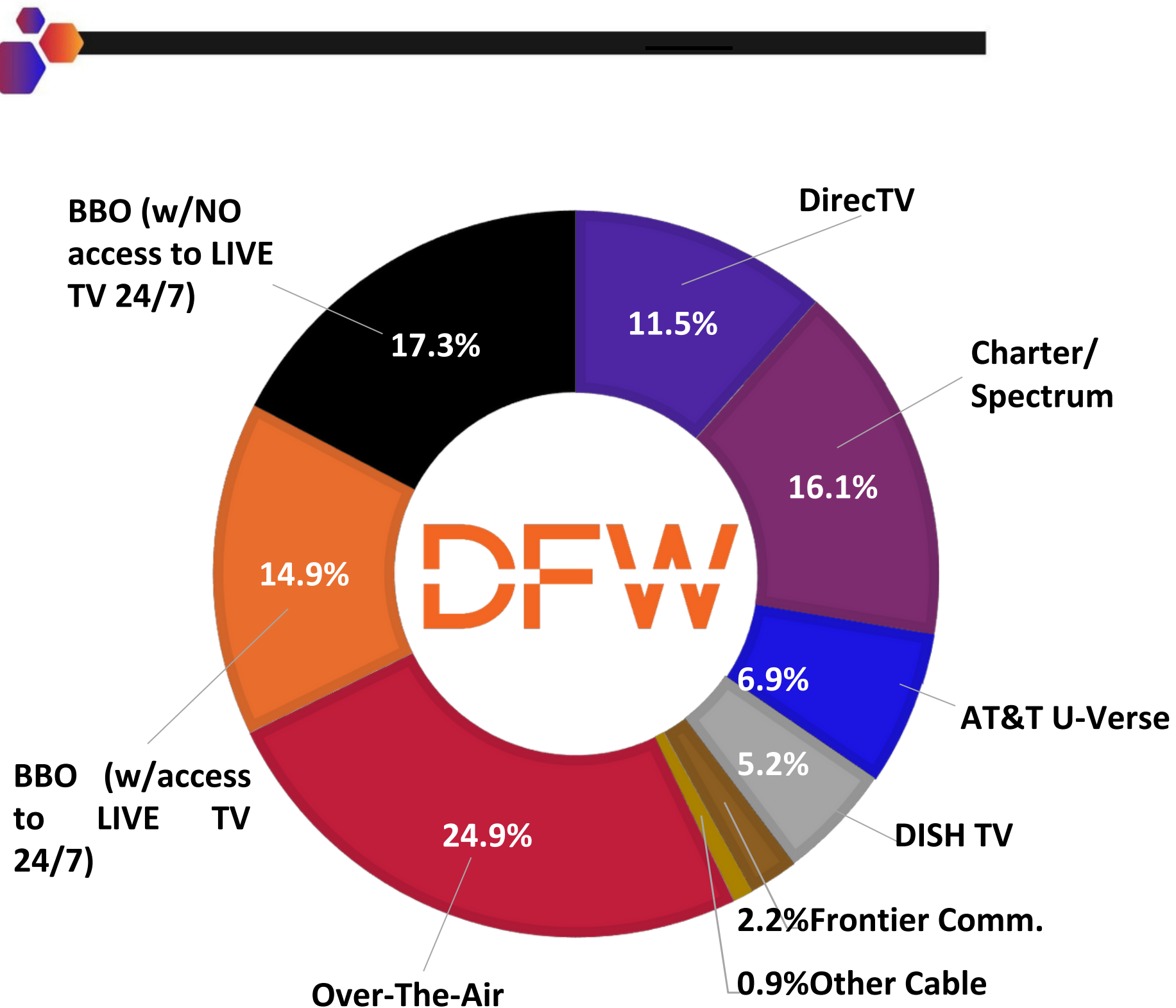
1 = Location of KDAF/ODAF Signal

DFW General Market (7) Broadcast Stations: KDAF (CW33), KDFW (FOX4), KTVT (CBS11), KXAS (NBC5), WFAA (ABC), KTXA (IND21), KDFI (FOX4 MORE) ...
DFW Hispanic Market (4) Stations: KUVN (UNI23), KXTX (TEL39), KMPX (EST29), KSTR (UMS49)

2023 Remnant TV® Media Kit

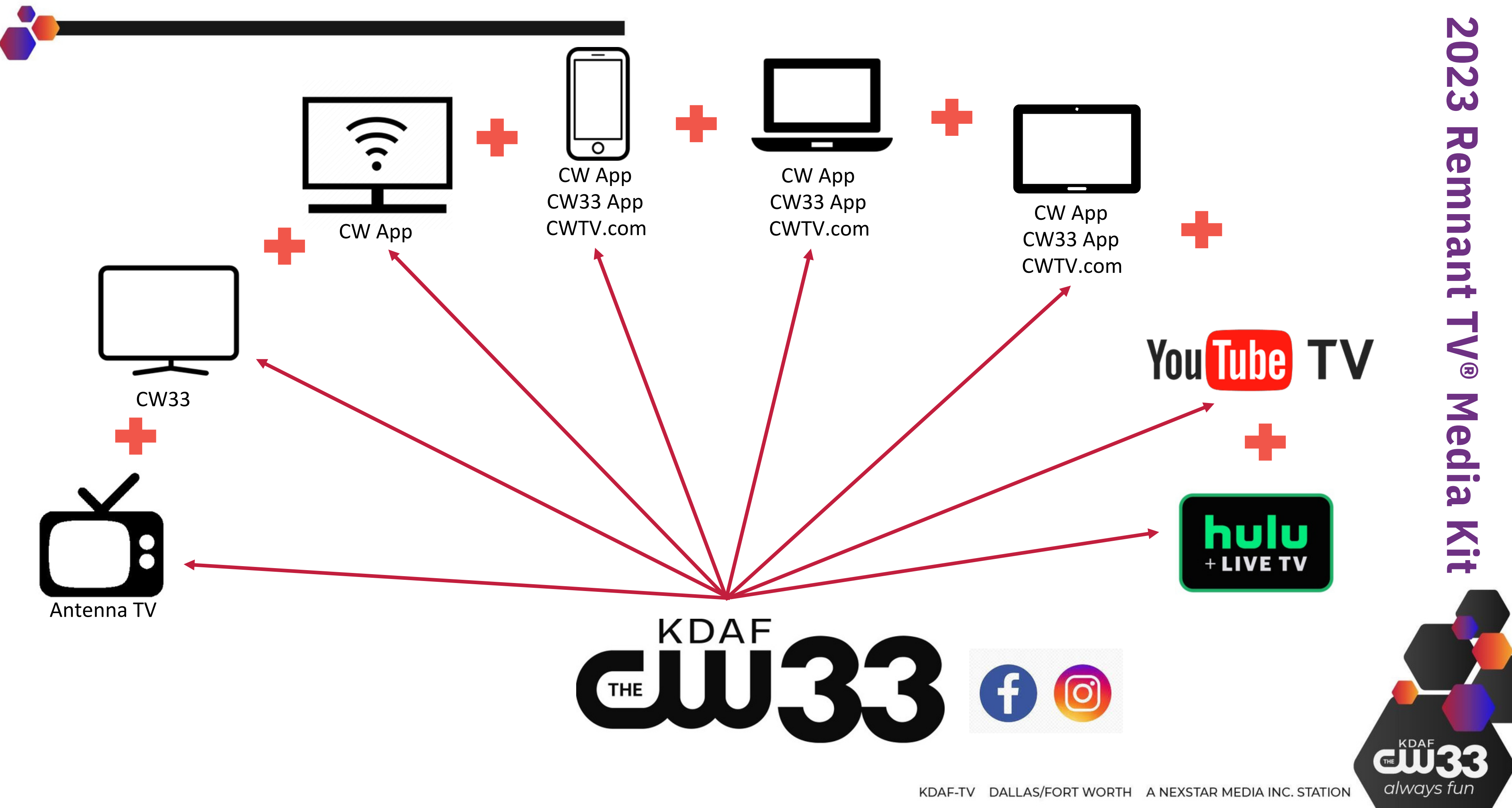


Cable / ADS / OTA –Market and Station Delivery



Television Provider	KDAF-CW33	ODAF-ANT
Over-The-Air	33.1	33.2
AT&T U-Verse (Basic-SD)	9	--
AT&T U-Verse (Digital-SD)	9	--
Spectrum (Basic-SD)**	9	--
Spectrum (Digital-SD)**	9	--
Spectrum (Digital-HD)**	1212	1256
Frontier (Basic-SD)	9	--
Frontier (Digital-SD)	9	--
Frontier (Digital-HD)	509	463
DirecTV (Digital+Local)	33	--
Dish Network (Digital+Local)	33	--

The Complete KDAF/CW33 Multi-Platform Environment



Pageviews

2,976,251

Users

1,879,644

Avg. Session Duration

00:00:45

Number of Sessions per User

1.44

50.8% Female vs 49.2% Male

25-54 account for 63.41% of our visitors

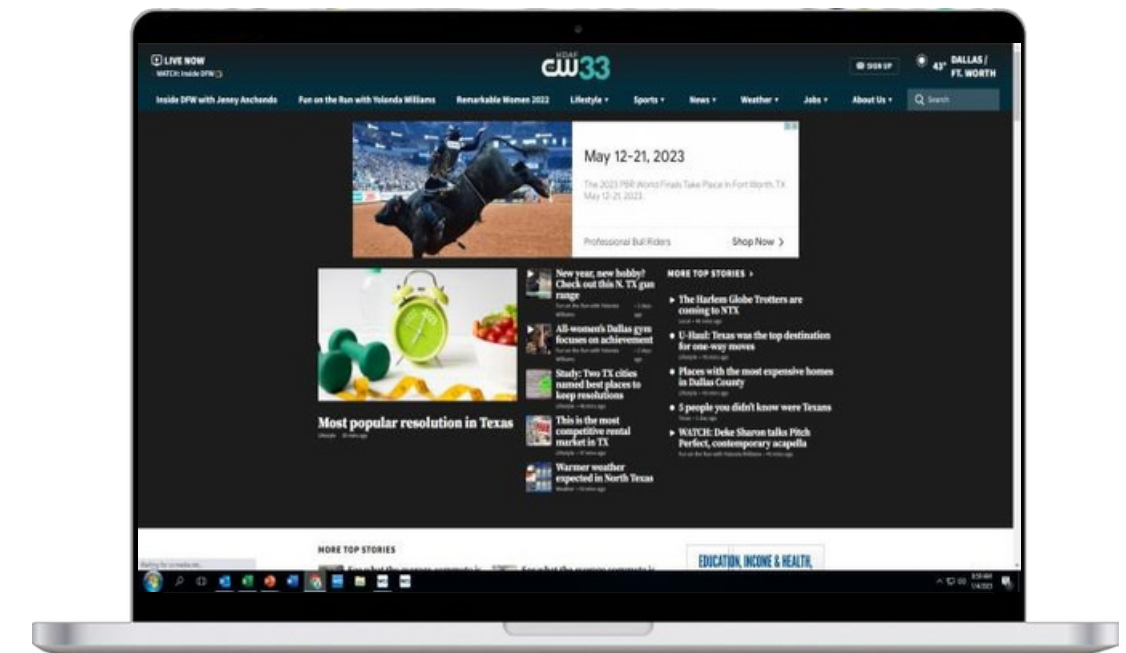
Affinity Categories (general interests & hobbies):

- News & Politics/Avid News Readers
- Shoppers/Value Shoppers
- Lifestyles & Hobbies/Business Professionals
- Media & Entertainment/Movie Lovers
- Banking & Finance/Avid Investors

In Market Audience

(what behaviors are they exhibiting):

- Gifts & Occasions/Holiday Items & Decorations
- Home & Garden/Home Decor
- Apparel & Accessories
- Financial Services/Investment Services
- Autos & Vehicles/Used Motor Vehicles



ADVERTISE WITH US

Thank you for considering our television show for advertising and sponsorship. The testimony of the stories you will sponsor will effectively change people's lives and possibly their faith. We are excited about the opportunity to bring together inspiring stories from believers all over and create a memorable experience for all.

Please join the team and commit your support. You will reach the hearts of many and perhaps even their wallets.

**BUY YOUR PACKAGE TODAY BY GOING TO WWW.REMNANTTV.ORG/ABOUTMYFATHERSBUSINESS
AND CLICK ADVERTISE**



8700 Stonebrook Pkwy #452 Frisco, TX 

www.remnanttv.org 

info@remnanttv.org 