

TELEVISION BROADCAST DISTRIBUTION



GREENLIGHT TELEVISION

Powerboat P1 has worked closely with Greenlight TV for more than a decade in the areas of broadcast production and distribution.

For 25 years Greenlight has specialized in producing high quality motorsport programs for sponsors, organizers and broadcasters in high-pressure situations, making engaging, award-winning content for TV and the internet to ruthless deadlines, producing live and highlight programs for P1 events worldwide.

NATIONAL EXPOSURE

Within the USA Powerboat P1's reach is 65,000,000 households via CBS Sports Network, Fox Sports Florida, NBC Sports Chicago as well as additional RSNs (regional sports networks).

Nielsen, the leading global information & measurement company, estimated the 2018 audience at 600,493 people within the USA.

With the launch of the APBA Offshore Championship, the continued growth of P1 SuperStock and P1 AquaX. Powerboat P1 expects the audience to continue to grow in 2019.



TV BROADCAST INTERNATIONAL DISTRIBUTION 150 + COUNTRIES

BROADCAST
NETWORKS



RACE TEAM PACKAGES



In 2019, Powerboat P1 has secured 3 x television shows to be aired on CBS Sports Network for APBA Offshore Championship at the following venues:

- Cocoa Beach: May 17th – 19th
- Sarasota: July 5th – 7th
- Clearwater: September 27th – 29th

There are 2 package options for race teams.

PACKAGE 1

This package includes guaranteed coverage in 1 x CBS Sports Network television show. One races of the above must be selected.

\$20,000

- 1 x Race Feature/Guaranteed Interview in selected show
- 1 x CBS Sports Network Commercial – 30 seconds*
- Brands must be national or global brands
- 1 x Fox Sports Florida Commercial – 30 seconds*

Package 1 without the commercial would be \$15,000 OR Powerboat P1 can assist with the creation of a commercial spot for a Race Team

PACKAGE 2

This is a full works digital, social and television package with Powerboat P1.

\$60,000

- 1 x Guaranteed Race Feature/Interview in all Broadcasts
- 1 x CBS Sports Network Commercial in all Broadcasts – 30 seconds
- 2 x Fox Sports Florida Commercials – 30 seconds

Social/Digital support included - guaranteed Instagram posts, Facebook posts and more.

If Race Teams would like a feature to be filmed at their race shop – this is an additional cost and can be quoted depending on the race shop location.

Nielsen brand valuation and audience figures will be provided at the end of the 2019 race season to teams with package 2.



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