



LOCAL MEDIA PARTNERSHIP

FOX42

**THEY CAME FOR COLLEGE
BASEBALL.
THEY'LL LEAVE AS OMAHA'S
BIGGEST FANS**



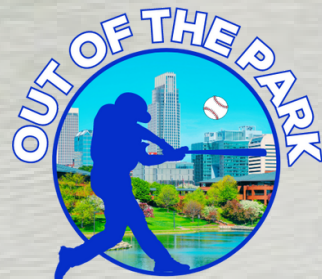
May/June 2023



The Program

Local businesses sell Omaha to our visitors while selling themselves to Omaha locals.

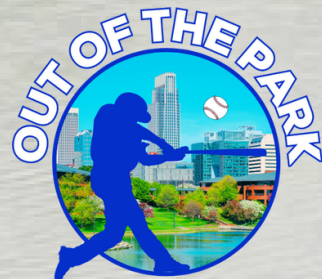
We take a CWS fans on a "local" tour of the best Omaha has to offer.





The Deliverables

- Five-part video series
- Organic Integration and Exclusive Sponsorship
- Evening & Morning News/Day Parts
- Digital and Social
- Broadcast Promotion Plan
- (5) 60-second owned interstitials





The Timeline

- June 1-15 Promos, branded content
- June 15, 16, 17, 18: Shoot core content
- June 19-23: Air and post core content

