

# Sponsorship Proposal

## New Mexicast

Is a proven, high-quality, Enchanting Video Podcast™, or web series from the Internet, which is now a weekly TV show. Every episode is shot\*, written, edited, hosted and produced by award-winning, veteran television news anchor/reporter, Rosa Linda Román. These family-friendly stories delight viewers with fascinating subjects and exceptional production values. Each story provides a unique opportunity for sponsors wishing to align their brands with positive, pre-produced content, without excessive overhead. Unlike many other news shows which often indiscriminately place a sponsor's ad beside undesirable content (like a heinous crime story), each New Mexicast episode guarantees advertisers only engaging, human interest stories audiences will love.



## Sponsorship Levels

New Mexicast offers five Sponsorship levels for each season:

### ★ Presenting Sponsor

There is only one Presenting Sponsor for each season and is, by far, the most cost effective advertising investment. A season consists of 13 episodes. Season #1 contains 30, high-quality, family-friendly stories. The presenting sponsor is New Mexicast's top level partner and the brand which becomes most closely associated with the exceptional programming New Mexicast provides.

The Presenting Sponsor receives the right to an ad of up to 30 seconds opening every episode and an ad of up to 15 seconds closing every episode with a message of its choosing\*\*. These can be pre-produced ads created independently or personalized ads created by Rosa Linda Román.

The Presenting Sponsor's ads will appear in all distributions of the show on television and online. The Presenting Sponsor also receives cross promotions in New Mexicast social media campaigns, including on Facebook, Twitter and through email subscriptions.

Pricing for the Presenting Sponsor - \$15,000

Cost breakdown:

1 season = 13 episodes

Presenting Sponsor:

13 x 30 second ads @ \$1,500/ad	\$19,500
13 x 15 second stingers @ \$300/ad	\$3,900
Subtotal:	\$23,400
Presenting Sponsor Discount	<\$8,400>
Presenting Sponsor total:	\$15,000

## ★ ★ Story Sponsors

There are two or three Story Sponsors per episode:

Story Sponsors receive a 20-30 second, personalized ad between Rosa Linda Román's intro and a story of their choosing. This ad will appear in all distributions of the show on television and online. An example of the story sponsor's ad for the "End of Trail" story would be:

ROSA LINDA (on camera): "...this is a story about a bunch of cowboys, and a baby. Enjoy!"

CUT TO: Rosa Linda's voice over sponsor-related graphics and video:

"End of Trail is brought to you by XYZ Company. If you have ever had a need for XYZ Company products, then XYZ Company is the one to call. They are the best at what they do. Trust me, if you need XYZ they won't let you down. Find them on the web at XYZCompany.com."

CUT TO: End of Trail story.

Story Sponsors are also given cross-promotion in all distributions of the story they sponsor whether on TV, online, over social media, and/or email. (This will include live promotion on "The Morning Brew.")

Pricing for the Story Sponsorship - \$1,500

## ★ ★ ★ General Sponsors

General Sponsors receive a 30 second ad to be placed between segments on New Mexicast TV. This ad will be provided by the sponsor (i.e. not created by Rosa Linda Román). General Sponsors' ads will air a minimum of 20 times in one month.

Pricing for General Sponsorship - \$500

## ★ ★ ★ ★ Supporting Sponsors

There are up to three Supporting Sponsor ad slots available for each episode. Supporting sponsors receive a 5-second "stinger" ad with graphics and/or video, aired at the end of the episode, which reads:

"Additional support for New Mexicast provided by...XYZ Company."

Pricing for the Supporting Sponsorship - \$300

## ★ ★ ★ ★ ★ Community Sponsors

The Community sponsorship level provides an opportunity for almost any business to be involved in the show and to receive representation in New Mexicast's diverse media campaign. These non-cash sponsorship opportunities may include trade, in-kind contributions, promotional partnerships, etc. Community Sponsors are very important to New Mexicast and we can prepare a customized proposal for interested businesses.

\*With occasional guest videographers.

\*\*Ultimate editorial discretion retained by New Mexicast, Inc.



For more information contact:

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