

KRUSING AMERICA

Website: www.krusingamerica.com

Email: sponsors@krusingamerica.com

Contact: (818) 370-4649

SPONSOR OPPORTUNITIES ON KRUSING AMERICA:

KRUSING AMERICA brings a fresh face to family programming. This high quality, beautifully shot, well-crafted High Definition TV series offers fresh and unique advertising opportunities to a select slate of quality companies interested in reaching Main Street America through the American way of life.

Told through the eyes of a recently retired military officer — having spent most of his life living abroad while serving in the US Army — he and his family have come home to see this great land and find a place to finally call “home, sweet home.”

As the Krus family travels from town to town, this typical family - father, mother, sister and brother - offers a window into the exciting, vibrant pulse of the American experience, in partnership with sponsored products and services.

Representing the best of what our nation has to offer, sponsor products are solidly positioned to reach their targeted audience through this family series. As a unique benefit, sponsor products appear prominently throughout each episode. Integrated product placement remedies the TIVO/DVR phenomenon of viewers scanning past commercials.

This poignant odyssey of American family values and traditions touches upon the small town pride and ingenuity that makes this country what it is today. Many sponsors are poised to benefit from an association with KRUSING AMERICA. Below is a list of the many ways to participate as a sponsor in this series.

To request a Media Kit and more information on becoming a Sponsor in this important media niche and great new family adventure, email sponsors@krusingamerica.com

ADVERTISING AND SPONSOR OPTIONS AVAILABLE:

In a changing advertising arena, KRUSING AMERICA provides many more advertising and sponsorship opportunities in our family travel series. Sponsored products benefit from numerous aspects of the program, including the inherent, vast targeted audience and many other niche and macro targets. Below is a breakdown of several advertising options available to our Sponsors.

1. TV EXPOSURE

a. Built-in Product Placement: (Unquestionably, one of the most powerful marketing tools today.) Sponsors will have specific product placement opportunities literally built into each episode, throughout the season of Krusing America.

b. Commercials: (provided and/or created)
Each episode of Krusing America will feature as many as four to six, 30 second sponsored commercials. We can use existing commercials provided by sponsors or create commercials for our sponsors.* Sponsor commercials will broadcast during the airing times and on the Krusing America website.

* Additional charges may apply for creating and producing original commercials.

c. Closed Captions: (provided by...)
Sponsors can provide Closed Captioning for this series. Each episode includes the tag line: “Closed Captions provided by (your company).” And will be announced during each episode.

ADVERTISING AND SPONSOR OPTIONS continued:

2. INTERNET

a. Website: (Sponsor Web Pages)

Sponsor Brands will be featured on the Krusing America website and on our Sponsor page with links to sponsor websites and contact details. When appropriate, Sponsor commercials will also run on the Krusing America website.

b. Embedded Video from the series will be posted on the Krusing America website, highlighting our sponsors so that viewers can see their company and product integrated into our show. Including additional fun behind the scene featured shots with sponsored ad products.

c. Banner Advertising

All of our advertisers will get prime real estate on our collective websites and be featured in marketing specific content for those sites.

d. Website Traffic:

The Krusing America website traffic averages 180,000 hits per month and continues to grow. We can provide monthly documentation of total number of hits on each of our sponsor pages.

e. Viral Marketing/Newsletter/Emails Blasts:

Krusing America blasts monthly emails and newsletters to our collective audience, featuring our sponsors.

3. PRINT

a. Press Releases: (blanket PR)

Krusing America provides blanket Press Releases and PR featuring our sponsors and company participation.

b. Point of Sale (POS): Brand/Logo: (easy recognition)

Promotional items licensed for giveaways, etc at sponsor's/ dealers place of business or through community & service programs featuring Krusing America and sponsor logo.

Krusing America will feature Sponsor logos on the shirts of our film crew and all associated production vehicles. As we travel and shoot our series, the point of attraction will be firmly established allowing the Sponsor logo to be noticed quickly and easily.

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