

RV Cooking Show

Part Travelogue...Part Cooking Show



702-460-9863

www.RVCookingShow.com

Spotlight Your Company with RV Cooking Show Sponsorship

Get plugged in to an estimated **30 million RV enthusiasts**. The fact is, RV ownership is growing faster than the population with nearly one in 12 U.S. vehicle-owning households now owning an RV - that's **8.2 million RVs**. Sponsorship of the RV Cooking Show gives advertisers **1 full year of dynamic, non-static ad placement** via unique RV Cooking Shows available to viewers - RVers and foodies alike - on YouTube, RVCookingShow.com, your website, and various other RV-focused websites - with **unlimited impressions 24/7-365 days/year**. Each newly posted show runs concurrently with previous shows delivering sponsors opportunity for **multiple daily impressions** as the sponsorship package progresses.

The RV Cooking Show will help you leverage your company's internet presence driving traffic to your website, encouraging viewers to pass along (your message), positioning your business top-of-mind and increasing your bottom line.

The RV Cooking Show offers three levels of sponsorship opportunities. All three packages include mutual website links, logo/website/phone/web address inclusion in closing credits, coupon availability on RVCookingShow.com, company logo/phone/web address on printer-friendly online recipes (for sponsored shows) and includes recognition in a **minimum commitment of four unique RV Cooking Shows** - eventually running concurrently. *

Amplify your exposure - per show discounts available for an eight or more show commitment.



30amp
call for pricing
4 sponsor max

One verbal thank you/company recognition in shows opening or closing - host's choice. No more than four sponsors may take advantage of this package.



50amp
call for pricing
2 sponsor max

All benefits of 30amp package + one verbal endorsement using company/product name during show. No more than two sponsors may take advantage of this package - increasing exclusivity.



100amp
call for pricing
1 sponsor max

Our most exclusive package, sponsors will receive all the benefits of the 30amp package + a 20-second "sponsor break" mid-show. Voice over narration included. Only one sponsor may take advantage of this opportunity per package.

* Sponsors will enjoy promotion in perpetuity when the RV Cooking Show issues a DVD series.

Individual RV Park/Resort programs available - please inquire.

Payment terms are as follows: 50% required at time of sponsorship order placement, 25% after second show is aired, balance at end of four show term. Net 30 invoicing, 5% discount for payment in full at time of sponsorship placement.

--demographics, details, facts and stats that you **MUST KNOW** continued on pages 2 & 3--




Watch the RV Cooking Show at www.RVCookingShow.com...**It's Delicious!!**

RV Cooking Show Exposes Sponsors to a Huge Dual-Market



Bringing together two hot trends – RVing and cooking shows, the RV Cooking Show can spread your message to more people in more places than you can imagine! Consider these statistics taken from a leading food show website boasting over 5 million unique visitors monthly and Recreational Vehicle Industry Association’s (RVIA) most recent report:

	<u>FOOD SHOW WEBSITE</u>	<u>RVIA - OCTOBER 2007 RELEASE</u>
<u>Median Visitor Age</u>	44.4	49
<u>Median Annual Income</u>	\$67K	\$68K
<u>Married</u>	72%	most RV owners
<u>Home Owners</u>	78%	highly likely

The RV industry is \$14.7 billion a year strong. Families, boomers and an even younger market - 18-34 year olds - are discovering the joys and economic benefits of an RV vacation - which include preparing and enjoying local, healthy, quality meals together. RVIA expects the industry to grow that 8.2 million RVer number 8% by 2010 and also tells us:

-  2/3 of current RV owners intend to purchase another RV
-  23% of all U.S. households intend to purchase an RV
-  The RV rental sector is a \$350 million/year business - increasing 36% in 2005 alone

Concerned about RVers technology touch? Research says:

-  25% of RVers access the internet while traveling
That equals **over 2 million RVs online on the road today!!!**
-  Typical RVers spend an average of 15-20 hours/month online at home

What is the RV Cooking Show??

The RV Cooking Show - hosted by real life (full-time) RVer Evanne Schmarder - shares tried and true RV travel tips, ideas and recommendations on popular RVing locales and products then walks viewers through the preparation of a delicious destination-related dish in her RV kitchen. The RV Cooking Show is currently available on YouTube, RVCookingShow.com, and various RV-focused websites and currently enjoys 300,000 unique viewers (and growing) from these sources. Viewers and subscribers look to and rely upon the RV Cooking Show for advice on where to go, what to see, and what to purchase. RVers are hungry for valuable and entertaining content...what are you serving up??

What they’re saying about the RV Cooking Show...

“Discovered your YouTube video on Las Vegas and really loved it. I then visited your home page on YouTube and saw all the segments. I got the hyperlink and e-mailed to all our RVer friends and I also added them to my YouTube subscription. Combining an RV destination and a fabulous dish is outstanding. Looking forward to more in the future and good luck to you.” - Allan and Tina E.

“Really great idea! It is must see TV for us...” - YouTube subscriber

“I really enjoyed it...I can’t wait for the next one and will be sharing them on my blog...since I do have recipes and such. I’m with everyone else. I want an RV!” - Lynn L.

Contact Evanne Schmarder for sponsorship opportunities at Evanne@RVCookingShow.com or 702-460-9863

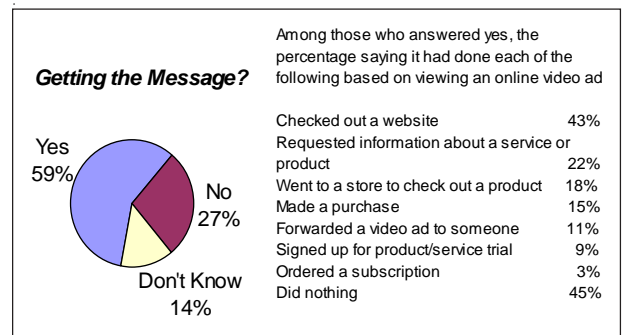
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Video Advertising Poised to Pop...Are You Ready?

From presidential debates to the Wall Street Journal online video viewership has become mainstream. On Google's online video sharing site YouTube viewers can see first-hand accounts of current events, find videos about their hobbies and interests and discover the quirky and unusual. Today's technology allows users to watch video in several ways on their home computers, laptops, even mobile devices such as cell phones and Blackberries. The potential of online video advertising is tremendous. Take a look at what some of the leading marketing think tanks are saying about this new-fangled type of promotion:

Nearly 60% of Consumers Surveyed Watch Online Video, According to The Kelsey Group

Princeton, NJ (May 24, 2007) — In the latest wave of The Kelsey Group's User View study, 59 percent of those surveyed claimed to watch online video, and more than half said they engage in some sort of response activity, such as visiting a website, going to a physical location or making a purchase. The study's findings are highlighted in a new report by The Kelsey Group titled, "Online Video: A New Local Advertising Paradigm," which credits the popularity of YouTube with bringing online video watching to mainstream audiences.



83% of Online Americans Have Used the Internet to Pursue Their Hobbies

Pew Internet & American Life Project (September 19, 2007) — The internet has become a hobbyist's playground. A telephone survey conducted in February-March 2007 found that fully 83% of online Americans say they have used the internet to seek information about their hobbies and 29% do so on a typical day. Looking for information about hobbies is among the most popular online activity, on par with shopping, surfing the web for fun, and getting news.

Online hobby research can inspire a person to travel through activities like historical tourism or inspire new experiences at home, like cooking or gardening. The internet can provide detailed information about even the most obscure hobby and can connect hobbyists of every stripe.

Baby Boomers and Silver Surfers Are Still Rockin' Online

eMarketer (December 6, 2007) — Many marketers, particularly online, concentrate on reaching younger users. But that could be a multibillion-dollar mistake. Overall, older Americans make up the most affluent segment of the U.S. population. And they are online.

"Internet usage by baby boomers—and over-60s—is projected to continue rising well into the future," says Paul Verna, eMarketer Senior Analyst. "Coupled with the discretionary income they have at hand, this creates an irresistible opportunity for online marketers. Baby boomers are diverse, notoriously difficult to pigeonhole and sometimes overlooked by marketers, who are generally more interested in catering to younger and more active consumers of goods, services and media," says Mr. Verna. "But boomers wield enormous economic clout and are increasingly turning to online and mobile channels for a wide variety of needs, including e-commerce, financial services, travel, entertainment, health and wellness information, news and user-generated content."

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