



**LANDSCAPING & IRRIGATION, LLC.**  
**www.bulldoglandscaping.com**

## ***INTRODUCING THE NEW "DIY" SHOW!***

Good day, my name is Dave Ollivier; I own and operate Bulldog Landscaping & Irrigation LLC in West Berlin, New Jersey. I have recently been given the opportunity to host and help produce a new 30-minute TV show utilizing the services of StudioTEN Creative Group, a new in house production company at NBC 10 in Philadelphia. This show is brand new, and will be seen on NBC 10's digital channel 248. This new and exciting opportunity will give vendors/contractors like yourself a chance to showcase your company or products. The goal of the show, which is tentatively being called, "You Can DIY", is to offer good, solid, money-saving advice on how to do certain projects around the home and where products can be purchased. The experts/vendors featured on the show will instruct and/or demonstrate exactly how to "DIY" for selected projects. The featured experts are positioned in a helpful, informative manner so viewers will hopefully think of those featured when they need to hire an expert or purchase materials.

There are five different levels of sponsorship, all of which are outlined on the next page for your review. Please take a moment to read this introductory letter to learn how this all came about and see if this might be of interest to you or someone you know.

As many of you know, my firm was selected by EP Henry to design and construct a massive custom patio for the NBC 10 Studio located on City Avenue in Philadelphia. During the construction of the patio, a film crew shot numerous segments of the build, and we basically put together a five-part series which NBC 10 aired on their morning program, "The 10 Show". After that positive experience, I came up with the idea for a show featuring all local experts dedicated to showing viewers how to do a variety of home improvements in a fun and informative way. The idea was well accepted, but put on hold, until now. It can be a reality now that NBC 10 has air space to offer on their new Digital Channel 248.

The show would be promoted five times per week on NBC 10. The show will be broadcast to the entire Philadelphia Market. The show will be shown three different times during a one week period, once during the 8pm premier time slot on Thursday evenings, then again during the 11am time slot on both Saturday and Sunday mornings.

As the host of the show, I will be available to guide you through the process no matter what level of sponsorship you choose. I have an existing 30-second commercial for Bulldog Landscaping that has been on HGTV for the last 5 years, and I am more than willing to lend any assistance needed. Please visit [www.bulldoglandscaping.com](http://www.bulldoglandscaping.com) to view my existing commercial/or check out the video footage from the NBC 10 patio build. This will give you a good perspective on what you have the opportunity to get involved with.

## **SPONSORSHIP OPPORTUNITIES:**

1. ***PRODUCT USED IN SHOW/BRAND NAME MENTIONED: COST \$595.00***

Includes product or brand mentioned by name 2 times

2. ***BUSINESS VIDEO PROFILE: COST \$2350.00***

Includes interview with company spokesperson about the business/product

“What makes your business different?” or “What areas of work do you specialize in?” etc..

**Includes:** 1:30 total run time maximum

Pre-production planning with producer

- One 4 hour shoot

- One 4 hours of editing

3. ***LOOK LIVE DEMO WITH SHOW HOST: COST \$3350.00***

**Includes:** 2:30 total run time maximum

Pre-production planning with producer

- One 3 hour demonstration shoot with producer, photographer, host and consulting company representative, either in studio OR on location

- One 8 hours of editing

4. ***LOOK LIVE DEMO WITH SPOKESPERSON IN LOGO: COST \$3950.00***

**Includes:** 2:30 total run time maximum

Pre-production planning with producer

- Up to two 3 hour demonstration shoot with producer, photographer, host and spokesperson, either in studio OR on location.

- One 8 hour edit session

5. ***PROJECT BEFORE & AFTER MAKEOVER STORY: \$4950.00***

**Includes:** 2:30 total run time maximum

Documents job before, during and after.

Includes product demonstration and company spokesperson in company logo.

Interviewing & scripting

- Up to three 2 hour on-location shoot

- One 8 hour edit session

**SPECIAL OFFER:** A 30-second commercial can be produced from this shoot’s footage for an additional one time fee of \$1500.00

**Includes:** Scriptwriting, professional voiceover, up to 4-hours graphic design and (1) up to 8 hour edit session.

\*Payment is made directly to Bulldog Landscaping & Irrigation LLC.

\*Copies of raw video and/or edited versions provided to clients for small additional fee paid to StudioTEN.

\*Commercial production can be added. Fee to be determined by project by StudioTEN.

## **Misc. Information**

1. Commercial production can be added to any project. Fees to be determined by project by StudioTEN, with the exception of adding commercial production to the before and after story. That fee is \$1500.00 as explained in the previous section.
2. If you add a commercial to your production package, it will be aired during the show that features your segment at no additional cost. You are welcome to buy an additional commercial airtime schedule from NBC at a discounted rate. In addition, you will be provided with your finished commercial and you may purchase an airtime schedule on any network in any market you wish. (I have contacts at Comcast to easily get you started!)
3. Rates will be discounted with increased quantity. The more segments you buy, the less they cost!
4. A major benefit of working with StudioTEN is the fact that they will give you your video. You will be provided with a DVD copy of your edited demonstration or story and the entire program. You can post any or all of it on your website, use it in marketing emails, or even loop in and use it at a trade show exhibit. And don't forget, it can be the foundation for a commercial as well. You're paying for it, so use it! You may also purchase copies of your raw footage from StudioTEN for a small dubbing fee.

Thanks for your time, the producers and I invite you to brainstorm your ideas and goals with us, please feel free to contact Dave Ollivier with any questions or ideas.

Warmest Regards,

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