

Knights Sports Productions

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KNIGHTS SPORTS
PRODUCTIONS





OVERVIEW

We are a successful, NFL based sports show in a regional market, and about to cross over on a national cable channel. We are in the pilot stage for the national show, and looking for select advertisers that are interested in a low cost but highly effective advertising opportunity.

Based in Tampa, we are currently on-air for 20 weeks as "The Pewter Report" on Bright House 47. We have the opportunity to go to an expanded format of all original programming 50 weeks a year. The national pilot is ready to be filmed in mid-August 2004. The show will begin production within the 2004 NFL regular season.

We're approaching select companies that might want to reach a national or regional audience, with a mixed male/female demographic ranging from teens to high net worth retirees.

The fees for the sponsor are very much below normal price levels. The advertising effectiveness has been above typical results.

The expanded show has already been discussed, the idea accepted, the format clearly defined, staffing and budgeting are done. We are ready to go before the cameras. You may already be familiar with us.

KEY POINTS ABOUT US

- The regional show has a proven track record of advertising success
- The NFL is the biggest marketing entity in professional sports (\$5.2 billion in revenues for fiscal 2003)
- The show offers coast to coast coverage, and cross-over potential with other cable channels (NFL, ESPN, Fox, HBO, etc.).
- All shows will be filmed "live to tape" to eliminate any embarrassing potential
- All shows can be linked to website marketing, for viewer response or real time streaming
- Experienced, intelligent, knowledgeable NFL hosts, and an array of informative and entertaining guests



BENEFITS TO YOU

- Tremendous frequency, i.e., 50 weeks a year of original shows, or specials
- Increased frequency per show, showing your messages 8 times per show
- The same show will run several times per week, compounding your advertising dollar
- Potential for more frequency when crossed over with other networks or channels at no additional cost to you
- Faster return on advertising investment than other forms of advertising
- Bigger impact than print to drive the viewers to your website or store
- The shortened time from concept to delivery allows your advertising to be used in a problem solving manner for overstock or hot item situations
- On-air promotions can be measured via real-time customer response on web or into call center(s)
- Viewer's internet response allows for database building and additional marketing/CRM opportunities
- Passive and active real-time advertising on the set or on the hosts if your product assimilates into the show on-air
- This offers opportunity for your personal presence on-air to support an event or promotion
- Positioned for future NFL licensing or affiliations
- Show hosts are available for your promotions and events

A demo DVD of the regional show is available for your viewing, which delivers much of the concept for the national show.

If interested, it would be a pleasure to meet you personally and discuss the details. This is an opportunity offered to only select companies based here. Because of upcoming schedules the timing is short, therefore we would appreciate your earliest reply via phone or email if you would like to know more.

Paul A. Parone
Executive Producer
Knights Sports Productions
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CONSIDERATIONS

- Naming rights for the show(s).
- On-show appearances with your representatives.
- Your name and logo is promoted as the title sponsor.
- Includes hundreds of cross-channel promotions.
- Your name and logo is featured in the opening/closing billboards.
- Additional spots shown in each airing.
- Your website link appears on our Knights Sports web page, with your product information, links, banners and downloads.
- On-site, sponsor location shoots included.
- Unique merchandising and product placement opportunities.
- Marketing opportunities for enter-to-win contests.





SPONSORSHIP

***“We reach your target market 50 weeks a year,
because in the NFL there is no off-season!”***

Both full and partial sponsorships are available, and both available within a full and partial season schedule.

The show will be all original programming and air 50 weeks a year (full season), or a be special event like the draft special package, which consists of a 4 hour pre-draft show and a 2 hour post draft show, and with possible re-broadcast to increase exposure at no additional cost.

Different sponsorships may include:

- naming rights for shows
- both billboards
- thirty second commercial spots
- hundreds of cross channel promos
- sponsor-dedicated segments

Payment Schedule will vary depending on the term selected, and always a percentage in advance.

Shorter and longer term selections will be adjusted accordingly, and balances are always available for review.