



**Video on the Net** proves to be one of the most important events in online video this year!

As the official webcast partner for Video on the Net, **TV Worldwide** is inviting a limited number of companies to be a part of the official webcast as webcast sponsors. As a webcast sponsor, you will have an opportunity to share your message in your own words to:

- **Media Companies**
- **Broadcasters**
- **Distributors**
- **Advertising Agencies**
- **Content Producers**
- **Digital Media Executives**

Each day during the Video on the Net conference, TV Worldwide will webcast live feature interviews and demonstrations with industry leaders and conference speakers. Sponsors will have the opportunity to be a part of these feature interviews and demonstrations, which will be promoted to all event attendees and other industry professionals not in attendance.

Upon the event's conclusion, TV Worldwide will post the conference video content along with sponsored interviews and feature demonstrations.

All videos streamed and recorded from Video on the Net will be made available for on-demand viewing for at least **one year after the event!**

The content will also be featured on TVMainstream.com, an Internet TV channel dedicated to "New Media for the New Media Industry".

Content and sponsor videos will be featured each week on the TVMainstream.com home page, newsletter and RSS feed.



**This is a chance to have your executives and business development team interviewed while discussing your company's products and services before a worldwide and highly targeted audience of industry professionals – all for a *fraction* of the cost of a television commercial.**

### Why Sponsor the Webcast?

Video recorded during the Conference will be accessible from your company's website - - instantly enhancing the professional quality of your website and associated marketing efforts.

#### News



Your Company Featured at Video on the Net

 [Watch the video](#)

As a part of the webcast, you will not only reach attendees of this special event, but will continue to reach industry professionals throughout the year through the webcast archives!

Kevin Shively \* EVP Bus. Dev. \* 203.653.1440 \* [kshively@tvworldwide.com](mailto:kshively@tvworldwide.com)



## What do you get with a Sponsorship?

Each sponsor receives significant exposure in the webcast and on-demand archive with post-event promotion on TV Worldwide. The amount of exposure depends on the level of sponsorship.

*Custom sponsorship packages are also available upon request.*

### **MAIN Sponsorship**

**Cost: \$5,000**

- **Feature Interview** of up to 10 minutes in duration recorded from the floor of Video on the Net with the sponsor's senior executives and business development staff with *unlimited rights* to the video for the sponsor's own marketing needs after the event.
- **Company Logo Link** on the webcast event site in static placement and an additional link synchronized to the sponsor's feature interview along with the now playing information during the event and in the on-demand archive for a *minimum of one year* after the event.
- **Sponsor Mention** by the webcast host at the start of each segment of the live webcast and in the on-demand archive for all hosted segments.
- **Broadcast Quality DVD** available upon request of any sponsored segment for unlimited use in post-event marketing efforts.
- **Press Release Mention** prominently in webcast press releases sent out to over 2,500 media outlets worldwide.

### **SUPPORTING Sponsorship**

**Cost: \$3,500**

- **Feature Interview** of up to 5 minutes in duration recorded from the floor of Video on the Net with the sponsor's senior executives and business development staff with *unlimited rights* to the video for the sponsor's own marketing needs after the event.
- **Company Logo Link** on the webcast event site in static placement and an additional link synchronized to the sponsor's feature interview video along with the now playing information during the event and in the on-demand archive for a *minimum of one year* after the event.
- **Sponsor Mention** by the webcast host at the start of each day of the live webcast.
- **Broadcast Quality DVD** available upon request of any sponsored segment for unlimited use in post-event marketing efforts.

### **PATRON Sponsorship**

**Cost: \$1,500**

- **Company Logo Link** on the webcast event site in static placement and an additional link synchronized to the video with the now playing information during the event and in the on-demand archive for a *minimum of one year* after the event.
- **Sponsor Mention** by the webcast host at the start of each day of the live webcast.

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### **FEATURE Interview**

**Cost: \$1,000**

TV Worldwide also offers a basic opportunity to speak in your own words to webcast viewers worldwide as a part of TV Worldwide's Internet TV coverage of Video on the Net. The interview will be 2-3 minutes in length and be recorded by TV Worldwide at the event. The interview will be featured in the live and on-demand archive for a minimum of one year after the event. The interview will also be featured for one week on the TVMainstream.com home page, newsletter and RSS feed. Upon request, you can receive a DVD copy of the interview with unlimited rights to use in your own marketing efforts. Any time a viewer watches that video, your logo and link will appear with the video as a banner sponsor of that content on both the webcast event site and on TVMainstream.com after the event.

### **Basic Content Banner Link**

**Cost: \$500**

TV Worldwide also offers a basic banner link to be synchronized to any of the content videos featured in the Video on the Net Webcast as a part of the on-demand archives for a minimum of one year. Any time a viewer watches that video, your logo and link will appear with the video as a banner sponsor of that content on both the webcast event site and on TVMainstream.com after the event. The link will also appear on the Video on the Net webcast site for a minimum of one year.

***Custom sponsorship packages are also available upon request.***

### **Special Post-Event Promotion on TVMainstream.com**

All sponsors of the Video on the Net webcast will also receive feature exposure on TVMainstream.com, an Internet TV channel dedicated to "New Media for the New Media Industry" and home of the National Television Academy Webcast and other regular webcast content. This exposure will include:

- Feature sponsor interview from the Video on the Net webcast featured on the TVMainstream.com home page for one week and in the weekly newsletter and RSS feed that week promoting the featured videos.
- Banner Link synchronized to the feature sponsor's video displayed next to the media player along with detailed information about what's playing.
- Image link on the top of the weekly newsletter during the week the video is being featured.
- Feature sponsor interview listed in the "recently featured videos" archive on TVMainstream.com and available for a minimum of one year after the event through the TVMainstream.com video search feature.



**Take advantage of this special marketing opportunity!**

To get started, fill out the reservation form on the next page, or contact Kevin Shively at 203.653.1440 or [kshively@tvworldwide.com](mailto:kshively@tvworldwide.com).

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**Webcast Sponsorship Reservation Form**

Yes, we would like to sponsor the TV Worldwide webcast at Video on the Net. Our sponsorship option and payment method is indicated below.

- Main Webcast Sponsorship - \$5,000
- Supporting Webcast Sponsorship - \$3,500
- Patron Webcast Sponsorship - \$1,500
- Feature Interview - \$1,000
- Banner Link - \$500

*Custom sponsorship packages are also available upon request.*

*Total amount due upon agreement.*

**Please sign and fax to TV Worldwide at (703) 961-9255.**

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Sponsor Signature

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Printed Name and Title

Method of Payment:

- Check or money order (made payable to TV Worldwide)
- Credit Card
  - Visa
  - MasterCard
  - American Express

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Credit Card Number

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Expiration Date

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Name as it appears on card

**Please sign and fax to TV Worldwide at (703) 961-9255 or contact Kevin Shively at TV Worldwide at (203) 653-1440 or [kshively@tvworldwide.com](mailto:kshively@tvworldwide.com) with any questions.**

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