



TV:



NINE NETWORK - Australia

1. 3 week advertising campaign
– (commencing Sunday 8th November 2009) –
Produced by IMG World / TWI Media

2. The Australian Invitational 1 hr special
– (TV Show to be aired Sunday 10th January b/t 11:00 – 13:00) –
‘TBC’
Produced by IMG World / TWI Media

3. Interviews on:
‘Wide World of Sports’
& ‘Mornings with Kerri-Anne’

1.
3 week advertising campaign – (commencing Sunday 8th November 2009)

IMG World / TWI Media (the largest sports management / media company in the world) are producing a series of TV ad’s (2 – 3) for a lead up campaign for the event – to promote the event and ticket sales

“Naming Rights” and “Presented by” partner logos will feature heavily on these ad’s hi-lighting their involvement. (Supporting partners will also receive exposure)

2.
The Australian Invitational 1 hr TV special:

Produced by IMG World / TWI Media

IMG World / TWI Media – the largest sports management and sports media company in the world – are producing a 1 hour sports / lifestyle / entertainment program of the event – specifically for network Television

Network 9 will air the show **NATIONALLY** on their network on Sunday 10th January between the hours of 11:00 – 13:00 ‘TBC’

Predominantly featuring the “Naming Rights” and “Presented by” partners – ALL major supporting sponsors will receive exposure during this program

Sponsor Billboards

The program / production will feature 10 second opening and closing sponsor billboards

Sponsor “pull through” exposure

The number of “pull through” advertisements is at the discretion of The Australian Invitational and will be offered initially to the “Naming Rights” and “Presented by” partners

Advertising spots during TV program

Option for:

3 x 30 second ad spots

Or...

6 x 15 second ad spots

In each state... (initially Melbourne, Sydney and Brisbane. Perth and Adelaide TBC)

Total number of 15 second ad spots available = 18 (not including Brisbane, Perth, Adelaide)

These ad spots will be made available to the major sponsors of the event – to use at their own discretion (Number of ad’s slots per sponsor to be confirmed)

3.
Interviews on ‘Wide World of Sports’ & ‘Mornings with Kerri-Anne’:

The Australian Invitational will receive exposure in the weeks leading up to the event on:

Wide World Of Sports
Mornings with Kerry Anne

The exposure on these programs is to inform the general public of the event, it’s location, participants and major supporters

Major supporters will receive exposure on these programs

STATION	WEEK COM.	SPOTS	VIEWERS 000's	CPM
GTV-9 Melb	08/11/2009	26	1106.8	132.0
	15/11/2009	29	998.6	35.5
	22/11/2009	23	641.8	31.7

TOTAL NUMBER OF SPOTS = 78

Demographic = 25 – 54 (age group)

