

# THE INSIGHT

*Transformation is an insight away*

## **A South Florida Premiere**

***BocaRaton.com Introduces 'The Insight,' a Weekly Webisode Featuring Guest Hosts, Live Call-ins and Interactive Blogs on Topics From Holistic Health to Positive Thinking***

BocaRaton.com & The Bites! Network debuted South Florida's first weekly webisode— a transformational show called "The Insight" featuring three hosts who discuss various topics dealing with effective change, positive thinking, holistic health, balanced relationships, self care, spiritual growth and more. It also features guest hosts, live call-ins and interactive blogs.

## **Marketing Summary**

"The Insight" is featured exclusively on BocaRaton.com as well as The Bites! Network affiliates (currently in Fort Lauderdale, Delray Beach, Deerfield Beach and Coral Springs). The BocaRaton.com network gains on average 15,000 viewers per day and is seen not only throughout the Tri-County area but by viewers throughout the world (in 36 different countries!) The revolutionary show is promoted through bimonthly press releases as well as networking on sites such as MySpace, Facebook, YouTube, etc. It will be marketed within commercials done on Comcast as well as on digital displays located within retail establishments of our Community Partners (Tri-County wide). It is blogged on the homepage of Jobing.com (a nationwide website). The hosts and producers of the show are generating word of mouth traffic as well as personally promoting the show through their own websites and networking groups. Guest hosts are bringing their own followers with them to watch and talk about the show.

Within one day of the initial press release for "The Insight" it was picked up by major media outlets, including; MiamiHerald.com (77,000 visitors/day), Forbes.com (256,000 visitors/day), Yahoo! Finance, BulldogReporter.com, LATimes.com (53,000 visitors/day), WFAA.com Dallas/Fort (53,000 visitors/day), PublicityInsider.com (53,000 visitors/day), Houston Chronicle, East Bay Business Times (111,000 visitors/day), IT Industry Today, Soapdom.com (53,000 visitors/day), Orlando Business Journal (111,000 visitors/day), CNBC.com as well as 13 other outlets.



*Transformation is an insight away*

## **Production Sponsorship Agreement**

### **Overview**

"The Insight" is a half hour weekly webisode that deals with transformation.

### **Specifics**

- Featuring three hosts in the field of psychology, coaching and success building, this show, similar to popular shows like "The View," is structured in a round robin style forum, allowing the hosts to express facts and opinions around the theme.
- "The Insight" is broadcast on BocaRaton.com as well as The Bites! Network.
- Viewers are able to call in and express views via email.
- Shows are taped at different real estate locations, *one location every two episodes*.
- Several commercial marketing opportunities are available, which include not only logo placement and commercial as well as name mention by the hosts within the webisode.

### **Transform Your Message**

The world is turning to the web. Are you? This is your chance to maximize exposure by being a part of something brand new. There are four ways in which your company can be involved in this groundbreaking web based show. Please read through the four options below and indicate which one best fits your needs and commitment level. We look forward to including you among our Community Partners.

# THE INSIGHT

*Transformation is an insight away*

## **About Us**

BocaRaton.com & The Bites! Network is a business 14 years in the making. Our goal is to offer maximum exposure to our Community Partners while highlighting the benefits and activities of South Florida. In addition to generating concentrated hits from West Palm Beach to Miami, our content is viewed in over 36 countries and growing. Our Bites! Network web sites are popping up in a community near you to offer additional exposure to our Partners as well as more original content. Speaking of original content, we produce all our own commercials not only highlighting the businesses and individuals who have chosen to partner with us but also showcasing local events. We are producing web series as well; look for more information about our upcoming events and projects on BocaRaton.com & The Bites! Network.

## **Real Estate Sponsor**

This sponsorship level is open to real estate developers, agents and brokers. Through showcasing your property as a shoot location for "The Insight" you are uniquely marketing your real estate property (single-family home, development, condominium, townhouse, yacht, etc.) This revolutionary marketing opportunity is now available!

Those providing the shoot location will receive the following additional benefits:

- Property will be listed within our Real Estate Directory including video, photos, listing and contact information, website and email link
- Promotional video (virtual tour) of the Real Estate Property will also be featured on the BocaRaton.com & The Bites! Network websites on 'The Insight' page with editorial content
- A 30 second commercial spot will be created and interlaced within the webisode
- Realtor's logo will be placed within the webisode and the Real Estate Brokerage name will be mentioned by the hosts
- Inclusion in all advertising and marketing of 'The Insight,' which includes press releases and Comcast spots
- Consideration for future Community Partnership opportunities

## **Investment: \$3500 for two episodes**

The property will need to be available for shooting both episodes back to back. Shoot time is approximately 3 hours.

# THE INSIGHT

*Transformation is an insight away*

## **Title Sponsor**

- Business will be listed within our Video Business Directory including video, photos, listing and contact information, website and email link (3 months)
- Editorial content about the business will be featured on 'The Insight' page
- A 30 second commercial spot will be created and interlaced within the webisode
- Company logo will be placed within the webisode and the company name will be mentioned by the hosts
- Inclusion in all advertising and marketing of 'The Insight,' which includes press releases and Comcast spots

**Investment: \$1500 per episode**

## **Affiliate Sponsor**

- Editorial content detailing the services and products offered by sponsor on 'The Insight' page
- Listing in our Video Business Directory for 1 month
- Inclusion in all advertising and marketing of "The Insight"
- Link to your company website
- Consideration for future Community Partnership opportunities

**Investment: \$750 per episode**

## **Supporting Stylist Sponsors**

Those who choose to be a Supporting Stylist Sponsor will effectively create the mood, the look, the style of the show. Sponsors will be responsible for styling the hosts and guest, imprinting their style utilizing hair design, makeup application, jewelry placement and fashion trends as applicable.

- Link to your website below the video player and content
- Mention in all marketing of "The Insight"

**Investment: \$250 for 2 episodes**

Hair / Makeup: Must be available on the set for the two shoots, which will be taped back to back, approximately 3 hours.



*Transformation is an insight away*

**Choose Your Level**

- Yes, I will participate as a **Real Estate Sponsor**
- Yes, I will participate as a **Title Level Sponsor**
- Yes, I will participate as a **Affiliate Level Sponsor**
- Yes, I will participate as a **Supporting Stylist Level Sponsor**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Payment**

If paying by credit card, please fill out the section below and fax to: 866.550.0665. Checks can be sent along with contract to: BocaRaton.com, Inc. 240 W Palmetto Park Road Suite 310, Boca Raton, FL 33432. Contact us at 561.338.7594 or Email us at [Info@BocaRaton.com](mailto:Info@BocaRaton.com)

**Credit Card #:** \_\_\_\_\_ **Exp Date:** \_\_\_\_\_

**CVV2 Code:** (V/MC - 3 digits back, four digits front - AMEX) \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**I have read this contract and understand and agree to its terms.**

**Authorized Signature:** \_\_\_\_\_

**BocaRaton.com:** \_\_\_\_\_ **Date:** \_\_\_\_\_