

Live
H2O

Media Kit

Live H2O



Beautiful sunsets, boating across the lake with wind in your hair, the smell of the fresh breeze, getting out for that early morning fishing trip, enjoying a great meal with the catch of the day, going on a shopping excursion for the day, enjoying night life...it's all a part of the coastal lifestyle, or as we like to refer as "Live H2O". Welcome aboard, now you're "Live H2O".

At "Live H2O", our goal as a company is to create exciting, compelling and effective television that creates a dedicated following of viewers interested in the specific activity or lifestyle of living on a coast. "Live H2O" is specifically created to highlight the coastal fishing areas all around our great country plus the boating, cooking, shopping, and nightlife.



Live H2O

Live H2O: Sample Show Rundown Cocoa Beach, Florida

- 0 - :30** 1) Welcome to Cocoa Beach
This show we'll be fishing with a local fishing guide on the beautiful mangrove-lined waters of the Banana River. Our goal today will be Redfish. So, a little later in show we can cook up the Chef Paul Prudhomme's Famous Blackened Redfish topped with a creamy Cajun crab sauce. We will also be fishing for sea trout, Pompano, Mangrove Snapper or if we really get lucky a Tarpon. Plus, we'll visit the world's Famous Ron Jons Surf Shop, take a stroll on the Cocoa Beach Pier and visit some of the area's other attractions and restaurants.
- 2) Show Intro video
- :30 – 1:00** A brief history and overview of the Cocoa Beach area.
1. Located in the Heart of Florida's East Coast
 2. Just South of Nasa's Kennedy Space Center
 3. Next to Cape Canaveral the home port to several Cruise lines.
 4. Less than an hour east of Orlando and an easy drive on Hwy. 528
 5. The mythical home to the TV show "I Dream of Jeannie"
- 1:00 – 6:00** Meet up on dock with fishing guide.
1. Interview guide about fishing in Cocoa Beach, where we are fishing today and the bait we will be using. About the Banana River.
 2. Head out to the Banana River
 3. Fishing part 1
- 6:00 – 8:00** Commercial Break #1
- 8:00 – 9:00** A visit to Ron Jon's Surf Shop
- 9:00 – 13:00** Fishing part 2
- 13:00 – 15:00** Commercial Break #2
- 15:00 – 16:00** A visit to the Cocoa Beach Pier
- 16:00 – 19:00** Fishing part 3 or boat review
- 19:00 – 21:00** Commercial Break #3
- 21:00 – 25:00** Cooking segments
- 25:00 – 27:00** Commercial Break #4
- 27:00 – 28:00** Show wrap up from the Cocoa Village Shopping District
- 28:00 – 28:30** Close & Credits

Live H2O

WHERE TO WATCH



Reach Over 140 Million Homes Every Week

Cable Outlets:

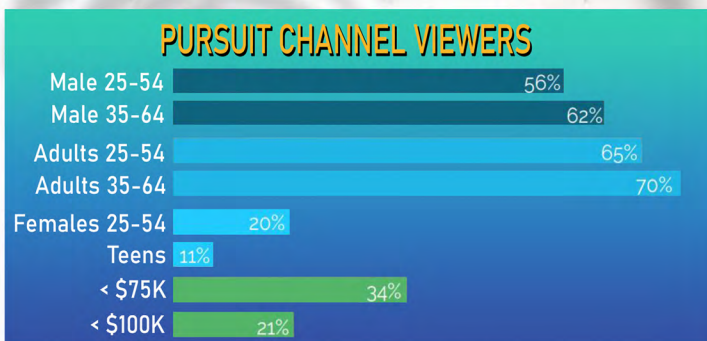


Primary Target Audience

“Our Audience” Outdoor Enthusiast
Dedicated and seasoned sportsman,
highly active, hunting sensibilities,
patriotic.

Age: 36-50 years old
Education: Some College/Bachelor's degree
Annual HHI: \$120K - \$175K
Home Value: \$300K – 500K
Household Size: 5+ persons
Age of Children: 13-18 years old
Length of residence: 10-24 years
Involved in community-betterment efforts
Athletic and outdoorsy
Environmentally forward thinking
Responsible and confident consumers

Streaming Services:



ROKU TV

Our Own Channel With
Over 75 Million Homes

More Networks
Coming Soon!

Live H2O

SPONSORSHIP PACKAGES



\$4,500/week

TITLE SPONSOR:

Package Includes

- 1) Naming rights to show
- 2) Brought-To-You-By billboards
- 3) 3x:30 Commercials
- 4) 13-Special In show segments
- 5) Production of segments
- 6) Limit One per season



\$3,250/week

GOLD SPONSOR:

Package Includes

- 1) Brought-To-You-By billboards
- 3) 2x:30 Commercials
- 4) 4-Special In show segments
- 5) Production of segments
- 6) Limit Three per season



**SHOW AIRS 3 TIMES A WEEK NATIONWIDE OF THE PURSUIT CHANNEL
AND STREAMING REACH A POTENTIAL OF OVER 140,000 VIEWERS WEEKLY**

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GET ON BOARD!



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