



Adventures in **SAILING**

Dear Potential Sponsor,

Thanks for reaching out for information about our lifestyle/travel/adventure Public TV series, "Adventures in Sailing" (AIS). This directory contains the Media Kit from our co-production partner, **WPBT2 Miami** along with some additional information they have created about the series. You can get more information and watch Season One's ten half-hour episodes online at <http://www.adventuresinsailing.net>.

ABOUT THESAILINGCHANNEL

TheSailingChannel, LLC is a family-owned, Annapolis MD based company. TSC produces, acquires, and distributes sailing documentaries with a focus on cruising. Our goal is to develop a virtual network of sailing TV programming that appeals to a global audience of sailors using a combination of Internet video streaming and traditional TV broadcast. From our start, we've adapted the latest and best video technologies on the Internet while developing personal business relationships with a growing number of "Sailor/Producers" around the globe. Our media partners include Latitudes & Attitudes TV, producers of the sailing life-style magazine and TV series; Shard Multimedia, producers of the "Distant Shores" sailing/travel TV series; and SailTV, broadcasters of international sailing regattas, both professional and amateur from around the globe.

ADVENTURES IN SAILING: SEASON ONE

Season One of "Adventures in Sailing" consists of 10 half-hour episodes. Though our financial costs are modest for a national TV series, the quality is excellent. Each 26-minute episode is seamlessly crafted from a professionally produced documentary about sailing destinations, historic vessels, sailing skills, scientific exploration, and sailing personalities. Our premier episode features extended excerpts from "Cruising Has No Limits" by Lin and Larry Pardey, the most celebrated cruising couple of our time. Other episodes present award-winning films from a variety of "sailor/producers" including well-known Canadian voyager/filmmakers, Paul and Sheryl Shard. "Adventures in Sailing" is the only sailing series in the Public TV space. Each week, we continue to screen new projects from sailor/producers around the globe whose passion is both sailing and filmmaking. This is providing us with a growing inventory of professionally produced sailing videos for AIS Season TWO and beyond.

PUBLIC TV PARTNERSHIP

A major reason we are partnering with Public Television is that the sailing demographic and the PBS demographic are a very close match. We test aired AIS last summer on WNET.ORG/WLIW21 as "Sailing Channel Theater". During its 10 week run, the series reached an audience of nearly 200,000

viewers. We combined broadcasts with online streaming of full episodes, so underwriter messages were viewable 24x7x365 to a global Internet audience rather than just during scheduled U.S. TV broadcasts. In fact, you can still watch the entire series on WLIW's website at <http://watch.wliw.org/program/1286394481/>.

FIVE-YEAR GOAL

Our five-year goal is to create a "Sailing TV Network" that airs several sailing series on Public TV. Our plan combines the distribution power of the Internet with the reach of traditional TV broadcast. And we have an international distribution partner who places our content on IPTV and broadcast stations outside the U.S. Five episodes of Season ONE are from our Canadian media partner who is currently airing newer HD episodes on Wealth TV. The company would like to join us on U.S. Public TV. We have a U.S. media partner with a magazine style sailing lifestyle show (now in its 5th season), currently airing on cable, who wants to join our PTV Sailing Network. In development, we have an original series on sailboat restoration with a sample online at http://www.thesailingchannel.tv/a-03_refit/. And we have a UK and US media partners who carry international sailing regattas in the event we want to expand into racing.

SPONSORSHIP

Our immediate need is identifying qualified sponsors and securing sponsorship dollars for Season ONE. Each half-hour episode can support up to four sponsors who will get a 15 second branding spot at the head and tail. WPBT2 is supplying substantial support for post-production, administration and marketing. This has reduced our budget requirement for Season ONE to \$150,000. That's just \$37,500 per sponsor for the ten-part series. With the going rate of \$200k per hour for original broadcast TV production, we believe AIS presents an outstanding bargain in these difficult economic times. Our budget for Season TWO is slightly higher, based on increased production costs and a high acceptance rate among PTV stations.

I'd be delighted to discuss our project with you in more detail over the phone. And if your company is serious about sponsorship, I'm prepared to travel for a face-to-face meeting.

Best,
Tory Salvia
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