

SportZu.tv Founding Partner Package

Internet – SportZu.tv

Receive prominent brand and product(s) exposure on a specific channel on SportZu.tv. Presence on the mutually agreed upon channel will include a combination of the following benefits:

- 24/7 fixed position advertising placement (160px x 600px). Display format may include Jpeg, HTML or Flash with click-through. Placement to be updated at founding partner's discretion.
- Two video advertisement drop-ins* within the selected channel video playlist. Video(s) to be updated at founding partner's discretion.
- Product placement of founding partner's branding in mutually agreed upon channel-specific shoots.
- Product placement footage will be syndicated on multiple video sites for additional brand exposure.

Event Exposure

Receive well appointed exposure at the SportZu.tv tent at a minimum of one community event per month. Exposure will be subject to SportZu.tv, the type of event and the event's agreement with SportZu.tv, but may include:

- Banner signage;
- Collateral and swag distribution; and
- Custom branding elements and opportunities

* Drop-ins are defined as any video within the playlist. This can range from professionally produced video to user uploaded video to video promotions to advertisements. The videos in the playlist will play sequentially, however, the user has the freedom to skip any video to select another video of choice or simply navigate elsewhere on the site.

Title Sponsorship Promotion

Receive title sponsorship of a one-month channel-specific promotion in connection with SportZu.tv. If desired, the channel-specific promotion will be integrated with the founding partner's consumer promotion and/or product giveaway. The month of the promotion is to be mutually agreed upon by all parties.

Pertaining to the channel-specific promotional window, SportZu.tv will provide the founding partner with each of the following benefits:

- SportZu.tv homepage advertising placement (300 x 250 on rotation);
- Branding tagged on email blasts to opt-in database;
- Tag on branded promotional video within homepage video playlist (on rotation);
- Branding on all physical and online collateral materials;
- Inclusion in all promotion press releases and media kits; and
- Pass-through rights with SportZu.tv approved partner(s).

Hospitality

Receive access to SportZu.tv's controlled events for exposition display and participation. Currently SportZu.tv has two events planned in March 2008. They include the:

- SportZu.tv Open House - Open to public, this event focuses on engaging children and families to interact with SportZu.tv through expo booths, video stations and local celebrities; and
- SportZu.tv Official Launch Party – By invitation only, this event will be a thank you to sponsors, advertisers, beta testers and families.

Fulfillment Report

SportZu.tv will provide monthly traffic counts on the total site, specific founding partner advertising impressions and all demographic and audience information available.

Terms

The Founding Partner package is offered for \$25,000 to a select number of companies for a limited time. This package is valued at \$40,000.

Term: 12 month marketing program