

SportZu.tv Founding Hero Package

Internet – SportZu.tv Channel Specific

Receive prominent visual 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 dedicated advertising placement (125px x 600px). Display format may include Jpeg, HTML or Flash with click-through. Placement to be updated at founding hero's discretion.
- Two video advertisement drop-ins* within the selected channel video playlist. Video(s) to be updated at founding hero's discretion.
- Product placement of founding hero's branding in mutually agreed upon channel-specific shoots.
- Product placement footage will be syndicated on multiple video sites for additional visual exposure.

Internet – SportZu.tv General

In addition to channel-specific branding, the founding hero will receive visual exposure on the home page and on a variety of SportZu.tv pages and channels. Presence may include a combination of the following benefits:

- Home Page
 - Display ad space (125px x 400px) on the home page on a rotating basis. Display format may include Jpeg, HTML or Flash with click-through.
- Deep Run of Schedule Advertising on Other Channels
 - Six video advertisement drop-ins*, on a rotational basis, distributed throughout SportZu.tv.
 - Display ad space (300px x 250px) on a variety of SportZu.tv pages on a rotating basis. Display format may include Jpeg, HTML or Flash with click-through.

* 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.

Category Exclusivity

The founding hero will receive category exclusivity on the specific channel on SportZu.tv, meaning no direct competitors will appear near/around your branding elements.

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

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 hero'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 hero with each of the following benefits:

- SportZu.tv homepage advertising placement (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).

Fulfillment Report

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

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 Launch Party – By invitation only, this event will be a thank you to sponsors, advertisers, beta testers and families.

Terms

Discounted Launch Fee: \$75,000 (Valued at \$125,000)

Term: 12 months