



Production



KRAZZY 4 DANCE

Sponsorship opportunity into the Indian and ethnic communities;
Includes TV, radio and print

KRAZZY 4 DANCE

Dear Client we have a marketing opportunity into the Indian and wider ethnic communities with a firm following on Triangle Television of 300,000 people across Auckland.

Following on the success of the Indian Idol which had the whole family watching television and the Indian community involved and bringing about multi cultural bonding, we proudly announce the inception of a new Television series, **KRAZZY 4 DANCE (K4D)** catering to the wider New Zealand ethnic communities.

The show is a special blend of drama, comedy, suspense and great music which is the key to the glamorous success of this show and in continuing our effort to bond cultures.

KRAZZY 4 DANCE is a unique show which invites all the dancing talent in New Zealand.

This "one of a kind" Group Dance competition, is open to anyone over the age of 15 years who can compete and move with a passion for dancing. The contestants are open to choose from any kind of contemporary dance, from Hip Hop, Salsa to Bollywood.

The judging shall be on the ability to give a captivating performance rather than the type of dance. The majority of the show will be studio based and the Grand Final Event will be at a popular venue.

There will be auditions for groups from all communities and through a process of elimination our expert panel of judges will deliver harsh but fair critiques until only the best remain for the finals.

Each group shall be supported by a professional backing to add sheen and excellence to their performance. The judges and the viewers together will determine the Grand final Winner. The winners shall be awarded with a huge cash prize and other prizes provided by the sponsors.

The auditions for **KRAZZY 4 DANCE (K4D)** commence on the 29th of November 2008 and the show will run for 24 episodes, one hour weekly from 19th February 2009 until our Grand Final at a popular venue TBA on the 25th July 2009 where we will announce our winner who will be awarded some exciting prizes.

We are happy to receive support from prominent media partners, namely, Niu FM, Radio Samoa, Indian Radio, Samoa Times, G3 Magazine, Cook Hindi, Cook Punjabi, to name a few.

If you are interested in further sponsorship packages and information regarding **KRAZZY 4 DANCE (K4D)**

For more information about the TV show and Grand Final Event, please contact Martin at Niche Media on 09 580 1466 or marty@nichemedia.co.nz

For the success of this grand event, we are offering unique levels of sponsorship:

NAMING SPONSOR:

- Name of company to come BEFORE the title of the show
(eg: Dreamz Presents, **NAMING SPONSOR** - KRAZZY 4 DANCE)
- Featured in all promotions of Dreamz TV Show and Grand Final Event that include:

1. TV Promotions (Stratos/Triangle TV)

- As SPONSOR for **KRAZZY 4 DANCE!**
- 40 spots x 30 sec TV Commercial
- SPONSOR as a Mystery Judge in one of the 24 episodes
- On TV show and Final event Host / Presenter to thank SPONSOR
- On Final Event SPONSOR to give prize to the winner
- SPONSOR to be included in ALL TV show PROMO on Triangle TV

2. Radio Promotions

- Show SPONSOR name to be mentioned
- Show Radio Jingle to include SPONSOR
- Talk Show between show host and listeners and special mention of SPONSOR
- Radio converges of one or more shows and special mention of Naming Sponsor.
- Radio interview for winner with a special mention of Naming Sponsor.

3. Print Media Promotions

- Media release to include SPONSOR
- Results, participant photographs to include SPONSOR
- Media releases/Advertorials to include SPONSOR
- Show Quiz prizes can be sponsored by SPONSOR

4. Banners, Posters & Flyer Promotions

- Show BANNERS (high quality free standing) at selected outlets/stores
- SPONSOR Banner (high quality free standing) at Grand Final Event (provided by SPONSOR)
- 500 posters (full colour LARGE) for **TV Show** to include SPONSOR
- 200 posters (full colour LARGE) for **Grand Final Event** to include SPONSOR
- 3000 flyers (full colour A5) for **TV Show** to include SPONSOR
- 2000 flyers (full colour A5) for **Grand Final Event** to include SPONSOR

5. Website Promotions

- Special page on www.dreamzproductions.com for **KRAZZY 4 DANCE!**
- Weekly TV Show updates that include SPONSOR
- SPONSOR Logo and link to their website
- Newsletter including SPONSOR

6. Email Promotions

- Mass emailing about **Auditioning** to include SPONSOR
- Mass emailing about **TV Show** to include SPONSOR
- Mass emailing about **Grand Final Event** to include SPONSOR

7. Grand Final EVENT Promotions (on the day)

- Foyer display of SPONSOR company Products
- SPONSOR BANNER (high quality free standing) at strategic location
- On stage acknowledgement of the SPONSOR
- On stage/side screen display to include SPONSOR
- Winning Trophy to include Sponsor
- SPONSOR to present Grand Final Winner Trophy
- Event tickets to include SPONSOR logo
- 10 x VVIP Tickets and Front Row seating for SPONSOR

- **Sponsorship (includes):** 2 months TV show promotions – Nov/Dec 2008 +
6 months TV Show (January-July 2009 & Grand Final Event)
8 months Total Promotions
- **Sponsorship Cost:** \$40,000 + GST

MAJOR SPONSOR:

- Featured in all promotions of Dreamz TV Show and Grand Final Event that include:

1. TV Promotions (Stratos/Triangle TV)

- As SPONSOR for **KRAZZY 4 DANCE!**
- 24 spots x 30 sec TV Commercial
- SPONSOR as a Mystery Judge in one of the 24 episodes
- On TV show and Final event Host / Presenter to thank SPONSOR
- On Final Event SPONSOR to give prize to the Runner up winner
- SPONSOR to be included in ALL TV show PROMO on Triangle TV

2. Radio Promotions

- Show SPONSOR name to be mentioned
- Show Radio Jingle to include SPONSOR
- Talk Show between show host and listeners and special mention of SPONSOR

3. Print Media Promotions

- Media release to include SPONSOR
- Results, participant photographs to include SPONSOR
- Media releases/Advertorials to include SPONSOR

4. Banners, Posters & Flyer Promotions

- Show BANNERS (high quality free standing) at selected outlets/stores
- SPONSOR Banner (high quality free standing) at Grand Final Event (provided by SPONSOR)
- 500 posters (full colour LARGE) for **TV Show** to include SPONSOR
- 200 posters (full colour LARGE) for **Grand Final Event** to include SPONSOR
- 3000 flyers (full colour A5) for **TV Show** to include SPONSOR
- 2000 flyers (full colour A5) for **Grand Final Event** to include SPONSOR

5. Website Promotions

- Special page on www.dreamzproductions.com for **KRAZZY 4 DANCE!**
- Weekly TV Show updates that include SPONSOR
- SPONSOR Logo and link to their website
- Newsletter including SPONSOR

6. Email Promotions

- Mass emailing about **TV Show** to include SPONSOR
- Mass emailing about **Grand Final Event** to include SPONSOR

7. Grand Final EVENT Promotions (on the day)

- SPONSOR BANNER (high quality free standing) at strategic location
- On stage acknowledgement of the SPONSOR
- On stage/side screen display to include SPONSOR
- Grand Final Runner up to be presented Prizes by the SPONSOR
- Event tickets to include SPONSOR logo
- 8 x VVIP Tickets and Front Row seating for SPONSOR

- **Sponsorship (includes):** 2 months TV show promotions – Nov/Dec 2008 +
6 months TV Show (January-July 2009 & Grand Final Event)
8 months Total Promotions
- **Sponsorship Cost:** \$30,000 + GST

CO - SPONSOR:

- Featured in all promotions of Dreamz TV Show and Grand Final Event that include:

8. TV Promotions (Stratos/Triangle TV)

- As SPONSOR for **KRAZZY 4 DANCE!**
- 16 spots x 30 sec TV Commercial
- SPONSOR as a Mystery Judge in one of the 24 episodes
- On TV show and Final event Host / Presenter to thank Co - SPONSOR
- SPONSOR to be included in ALL TV show PROMO on Triangle TV

9. Radio Promotions

- Talk Show between show host and listeners and special mention of SPONSOR

10. Print Media Promotions

- Media release/advertorial to include CO - SPONSOR

11. Banners, Posters & Flyer Promotions

- Show BANNERS (high quality free standing) at selected outlets/stores
- SPONSOR Banner (high quality free standing) at Grand Final Event (provided by SPONSOR)
- 500 posters (full colour LARGE) for **TV Show** to include SPONSOR
- 200 posters (full colour LARGE) for **Grand Final Event** to include SPONSOR
- 3000 flyers (full colour A5) for **TV Show** to include SPONSOR
- 2000 flyers (full colour A5) for **Grand Final Event** to include SPONSOR

12. Website Promotions

- Special page on www.dreamzproductions.com for **KRAZZY 4 DANCE!**
- SPONSOR Logo and link to their website
- Newsletter including SPONSOR

13. Email Promotions

- Mass emailing about **TV Show** to include SPONSOR
- Mass emailing about **Grand Final Event** to include SPONSOR

14. Grand Final EVENT Promotions (on the day)

- On Stage acknowledgement of the SPONSOR
- On-set advertising - Large stage/side screen display to include SPONSOR
- Event tickets to include SPONSOR logo
- 6 x VVIP Tickets and Front Row seating for SPONSOR

- **Sponsorship (includes):** 2 months TV Show promotions – Nov/Dec 2008 +
6 months TV Show (January-July 2009 & Grand Final Event)
8 months Total Promotions

- **Sponsorship Cost:** \$20,000 + GST