



# MR AND MRS



## MR & MRS: A Comedy Drama Soap Opera for 30min

### **BENEFITS OF SPONSORS.**

- (1) Through the program, Sponsors' Products and Services have direct contact with children.
- (2) It is also a good avenue for popularizing such products.
- (3) Sponsors have the credit to brand their corporate image and service on the program venue.
- (4) Platinum Sponsors' adverts will be intermittently slotted (for 3time) in the program
- (5) Sponsors will be given free airing of their events like: AGM, End of Year Party, Product Launched as for Learner Club will be invited to cover such events.
- (6) Sponsors will be given the credit to display their products for promotion (product promotion) in the program.
- (7) Advert value is 100% above the normal TV adverts rates\
- (8) Through Kids, Companies products reach their parents, Teachers and Guardians.

<b>ESTIMATED COST FOR QUARTER (13 WEEKS).</b>		<b>₦</b>	<b>K</b>
1	Airtime N40,000.00 per 30mins X 13weeks	520,000	. 00
2	Production N 35,000.00 30mins X 13 weeks	455,000	. 00
3	Presenters N 25,000.00 per 30mins X 13 weeks	325,000	. 00
4	LOGISTICS N 5000.00 per 30mins X 13 weeks	65,000	. 00
<b>TOTAL</b>		<b>365,000</b>	<b>. 00</b>

### **ADVERT RATES**

60 seconds	30,000	. 00
30 seconds	19,246	. 00
Product Display	30,000	. 00
Studio Branding	150,000	. 00
Product Promotion	30,000	. 00

**ADVERT VALUE FOR SPONSORS:**

A full sponsorship of this program attracts these benefits in cash value.

1) 3w advert slots (Single not inclusive)	90,000	.	00
2) Product Display for 30mins	30,000	.	00
3) Studio Branding	150,000	.	00
4) product promotion	30,000	.	00
<b>TOTAL</b>	<b>300,000</b>	<b>.</b>	<b>00</b>
Cost of sponsorship per episode	105,000	.	00
Gross advert value per quarter.	3,900,000.	.	00