

# DOUG HOUSTON OUTDOORS



## **Sponsorship Proposal for Prospective Sponsors**

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# Sponsorship Price Sheet

**RATES: \$150 - \$600 per week**

Based on number of slots and markets

See your DHO Representative for details on volume discounts\*

## The CW (formerly Warner Brothers) Package Sundays at 8:30 am & Bonus Runs

Link on main website / Logo on revolving billboard on website  
 Link on affiliate websites  
 Name listed in show credits  
 Logo placement  
 Billboard inside show



## On Media (MediaCom) - Baldwin County Thursdays 7:30 p.m. & Bonus Runs

Link on main website / Logo on revolving billboard on website  
 Link on affiliate websites  
 Name listed in show credits  
 Logo placement



## Comcast Cable - Mobile County Thursdays 7:30 p.m. & Bonus Runs

Link on main website / Logo on revolving billboard on website  
 Link on affiliate websites  
 Name listed in show credits  
 Logo placement



### 26 Week Contract

*Sponsor all Markets  
26 weeks:*

*Name & Logo  
on Apparel*

*Billboard  
Inside show*

*Name on show credits*

*Logo on enclosed  
show trailer*

*Logo on  
shows boats*

**★ May qualify for  
EXCLUSIVE  
VENDOR STATUS**

**\*Special  
call for rates**

*\*First-Time Commercial  
Charge: \$450.00*

### 52 Week Title Sponsorship Contract

*Sponsor all Markets  
52 weeks or more:*

*Name & Logo  
on Apparel*

*Billboard  
Inside show*

*Name on show credits*

*Logo on enclosed  
show trailer*

*Logo on  
shows boats*

**★ May qualify for  
EXCLUSIVE  
VENDOR STATUS**

**\*Special  
call for rates**

*\*First-Time Commercial  
Charge: \$450.00*

*NOTE: 13 week minimum contract on all markets  
 Volume discounts subject to market availability \*  
 All prices are net*



## Demographic Information



Television Households 490,590  
 Total persons 1,214,000  
 DMA Cable Penetration 73%

**DMA METRO HOUSEHOLDS**  
 Mobile 149,310  
 Baldwin 58,950  
 Escambia, FL 116,570  
 Santa Rosa 45,100



**Channel 55**



**Covering Baldwin County**  
 Including Bay Minette, Daphne,  
 Fairhope, Foley, Gulf Shores,  
 Loxley & Robertsdale

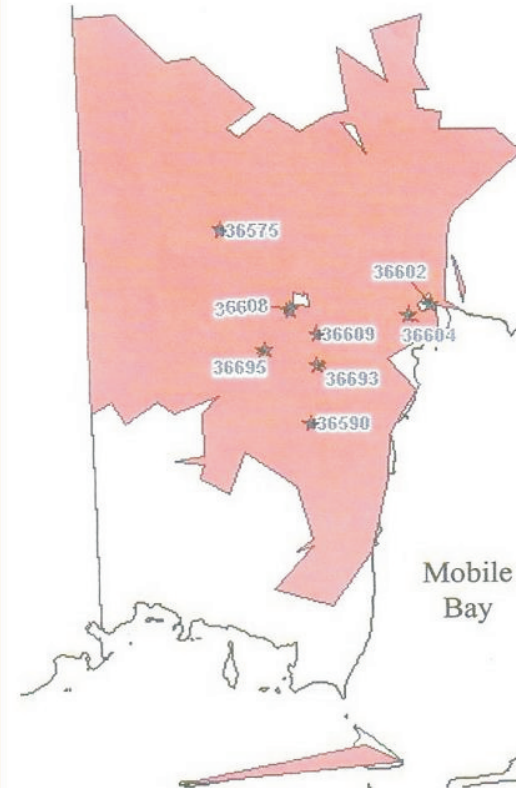
Currently reaching over 40,000  
 subscribers in these regions



**Channel 27**



**Covering Mobile County**



**Channel 6**