

Sponsorship Package Gold

OUTDOOR/ LIFESTYLE MAGAZINES

In the upcoming issues of the outdoor and lifestyle magazines you wish to advertise with, your name and logo will appear on all promotional advertising for the DVD's.

DVD

- Your product will appear frequently and exclusively in the 30-40 minute production.
- Your logo will have the most prominent logo representation on disc and slick artwork.
- Your logo will be a major feature in the opening and closing credits.
- You will be the major naming rights sponsor of the DVD.
- An "Equipment Guide" featuring an in depth look at your product will be included in the production. This can feature an expert or representative from your company talking with the presenter and/or special guests. The guide will be up to two minutes in length and will outline the great aspects of your product with striking product imagery.
- Your product will be endorsed and recommended by the presenters.
- DVD supers (headings) that introduce presenters and special guests will feature your logo.

WEBSITE

The Feral Productions website will feature your name and logo as well as having a direct link to your site. Regularly updated details of your product will also be featured.

FACTS

- Yaffa Publishing research shows that their outdoor/lifestyle magazines have a high number of readers per copy. These magazines and their content are often passed onto four or five additional readers.
- Up to 300,000 people will be watching your product in action.
- Magazine sales will increase by over 20% due to the DVD offer and news stand promotions that will take place across Australia.
- Yaffa Publishing Groups outdoor/lifestyle magazines are distributed nationally.
- Advertising in DVD's attached to Australia's most popular outdoor/lifestyle magazines will reach your target audience. It will increase consumer awareness, preference and purchase intent.
- Advertising your product on DVD has a far greater shelf life than other forms of media advertising.

EXTRAS

- Your branding and logo representation will appear on all media packages, letterheads, promotional clothing and accessories by Feral Productions.
- You have the option of running a competition via SMS or website entry - a flyer will be inserted into each DVD with details of your competition, website details, product and how to enter.
- Competitions will be run using Feral Productions promotional clothing with your branding on it.
- You will receive complimentary DVD's.

Sponsorship Package Silver

OUTDOOR/ LIFESTYLE MAGAZINES

In the upcoming issues of the outdoor and lifestyle magazines you wish to advertise with, your name and logo will appear on all promotional advertising for the DVD's.

DVD

- Your product will feature in an one minute "Equipment Guide" or "Tip" with the presenter or special guest. It will outline the great aspects of your product with striking product imagery.
- Your branding and product in action will appear consistently throughout the 30-40 minute production.
- Your logo will be on the disc and slick artwork.
- Your brand will be recommended and used by the presenter and or special guests.
- Your logo will appear in the opening and closing credits.

WEBSITE

The Feral Productions website will feature your logo as well as having a direct link to your site.



FACTS

- Yaffa Publishing research shows that their outdoor/lifestyle magazines have a high number of readers per copy. These magazines and their content are often passed onto four or five additional readers.
- Up to 300,000 people will be watching your product in action.
- Magazines sales will increase by over 20% due to the DVD offer and news stand promotions that will take place across Australia.
- Yaffa Publishing Groups outdoor and lifestyle magazines are distributed nationally.
- Advertising in DVD's attached to Australia's most popular outdoor/lifestyle magazines will reach your target audience. It will increase consumer awareness, preference and purchase intent. Advertising your product on DVD has a far greater shelf life than other forms of media advertising.

EXTRAS

You will receive complimentary DVD's.



Sponsorship Package Bronze

OUTDOOR/ LIFESTYLE MAGAZINES

- Your branding and product in action will appear throughout the 30- 40 minute DVD production.
- Your logo will have representation on the DVD slick artwork.
- Your logo will appear in the closing credits.
- Your product will be used by the presenter and or special guests.

FACTS

- Yaffa Publishing Groups outdoor and lifestyle magazines have a high number of readers per copy. These magazines and their content are often passed onto four or five additional readers.
- Up to 300,000 people will be watching your product in action.
- Magazines sales will increase by over 20% due to the DVD offer and news stand promotions that will take place across Australia.
- Yaffa Publishing Groups outdoor and lifestyle magazines are distributed nationally.
- Advertising in DVD's attached to Australia's most popular outdoor/lifestyle magazines will reach your target audience. It will increase consumer awareness, preference and purchase intent.
- Advertising your product on DVD has a far greater shelf life than other forms of media advertising.

EXTRAS

You will receive complimentary DVD's

Sponsorship Commitments

GOLD PACKAGE

- Supply of company or product graphics and artwork.
- Supply of information on product benefits, strengths and highlights.
- Supply of a company expert or representative to feature in your product "Equipment Guide." (optional)
- Supply and use of your product for the length of the shoot.
- Supply of prizes for your SMS/Website competition. This is of course at your discretion. Details of the competition will feature on a flyer included with the DVD.
- Your company must comply with the Feral Productions fee and product deadlines. This is outlined in the sponsorship agreement issued by Feral Productions.

SILVER PACKAGE

- Supply of company or product graphics and artwork.
- Supply of information on product benefits, strengths and highlights.
- Supply and use of your product for the length of the shoot.
- Your company must comply with the Feral Productions fee and product deadlines. This is outlined in the sponsorship agreement issued by Feral Productions.

BRONZE PACKAGE

- Supply of company or product graphics and artwork.
- Supply of information on products benefits, strengths and highlights.
- Supply and use of your product for the length of the shoot.
- Your company must comply with the Feral Productions fee and product deadlines. This is outlined in the sponsorship agreement issued by Feral Productions.

CONTACT US

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