

WWW IRONBRIDES TV

SEASON II – BOSTON

IRON BRIDES PRODUCTIONS, LLC
 PO BOX 2482
 CONCORD, NH 03302
 603.809.6122

SPONSORSHIP OPPORTUNITIES v.4.0

Type of Advertiser	Cost	# Available	Benefits
Program Partner	\$50,000	2	<ul style="list-style-type: none"> • A 30 second Show Intro (6 Broadcast Episodes and 6 Webisodes) • Intro and Outro with Partner Branding, Video and Moving Stills of Partner over music with Titles, INTRO: "This Show is Brought to You by Our Program Partner ...", OUTRO "This Show Has Been Brought to You By Our Program Partner ..." • Airing of a :30 second (sponsor supplied) commercial on show, guaranteed to air a minimum of 5 times per Season.
Corporate Sponsor	\$12,995	5	<ul style="list-style-type: none"> • 4 Universal Backstage Passes (Admission to most shoots, meals and 'on premises' events) • Business name listed as season sponsor on Show DVD set • Sponsorship of Season Finale Gala with 8 event tickets • Group Contestant Photo w/ Sponsor on set, Use Permissions • Photo Shoot with Contestants • Access to Database • Logo on all Season II pages, plus Advertiser page at IronBrides.TV web site • Logo on some crew and contestant garments and all accessories • A Banner Ad at NewEnglandWeddingPlanner.com† • Sponsorship Mention on every episode broadcast of Season II • Business name on Calendar and closing rolling credits
Sponsor	\$3,195	40	<ul style="list-style-type: none"> • Group Contestant Photo w/ Sponsor on Set, Use Permissions • Access to Database • Production and broadcast (during 1 of the 13 episodes) of a 7 minute embedded advertising, integrated segment incorporating Iron Brides, your product, service or location as a "hot set" upon a schedule and timing provided by Iron Brides. Sponsor's name and website will also appear in lower thirds during the segment for at least 3 minutes. Speak with an Iron Brides sales representative about scheduling restrictions and options.

Type of Advertiser	Cost	# Available	Benefits
			<ul style="list-style-type: none"> • Invitation to make one 30 minute presentation about your industry to the contestants on set. Use Permissions • Invitation for 4 people, to a minimum of 1 meal with contestants and two events, including Season Finale • Advertiser page at IronBrides.TV web site with up to 400 words and 2 sponsor supplied photographs • Airing of a :30 second commercial on show, guaranteed to air a minimum of 2 times. Optional commercial creation, starting at \$900 • A Banner Ad at NewEnglandWeddingPlanner.com† • Business Name in closing rolling credits • Non-exclusive use of "Featured on Iron Brides.TV" brand decal, web-banner
Venue DVD	\$2,795	32	<ul style="list-style-type: none"> • Custom creation of a 3 ½ - 5 minute Venue Profile of your wedding property • Advertiser page at IronBrides.TV web site with up to 400 words, 2 sponsor supplied photos and your new video • Premium placement at MassachusettsWeddingVenues.com • 50 Copies of your video for use with your own marketing • Distribution in an Iron Brides' Massachusetts Wedding Venue DVD collection via Amazon.com for 2 years
Presenter	\$2,495	12	<ul style="list-style-type: none"> • Invitation for 2 people, to a minimum of 1 meal with contestants and two events, including Season Finale • Opportunity to present unbiased industry information or service to bride contestants • Professional quality recording of your presentation with Use Permissions • Advertiser page at IronBrides.TV web site with up to 400 words and 2 sponsor supplied photos
Product Placement	\$1,295	6	<ul style="list-style-type: none"> • Invitation for 2 people to 1 meal with contestants plus Season Finale Gala • Advertiser page at IronBrides.TV web site • Minimum of 1 segments with a 15 second (minimum) clear view of product • Non-exclusive use of "Featured on Iron Brides.TV" brand decal, web-banner

† Limited to available space.

° Advertiser must supply appropriate size patches.

Terms & Conditions

- 1) Terms, conditions and prices subject to change without notice.
- 2) All Use Permissions are not transferable, expire in 24 months after the airing of the last 'regular season' Season II episode, and may not be broadcast or sold in any manner without prior written consent.
- 3) All banner ads expire 12 months after the airing of the last 'regular season' Season II episode.

4) Costs to create a :15 or :30 second commercial shall be \$795 to \$2,995 depending on numerous factors, including complexity. All video must be shot at one location on one calendar day. We reserve complete creative control.

5) Sponsor Video Business Profiles shall contain as many as 5 Sponsor supplied photos & Sponsor's Brand Logo and an approximate 2 minute business owner interview, 2 one-minute satisfied customer interviews and 1 minute of b-roll and/or stills or any combination thereof. Venue Profiles shall contain any combination of as many as 12 Sponsor supplied photos & Sponsor's Brand Logo, a business owner interview, satisfied customer interviews and b-roll or stills. Voice over talent, when requested, is at additional charge. All video must be shot at one location on one calendar day. We reserve complete creative control.

6) The producers of Iron Brides™ reserve the right, in their sole discretion and for the public interest, to determine appropriateness of acceptance, placement and use of any submitted advertising and/or determine the language and visuals used in the creation of all products.

7) Advertisers agree to indemnify and hold Iron Brides™ harmless for any and all claims, obligations or liabilities, whether direct or indirect, arising out of their advertising, including but not limited to, any claims, obligations or liabilities arising out of copyright, service mark or trademark infringement.

8) NONREFUNDABLE Deposits are required. Advertiser agrees that all payments are NONREFUNDABLE and Iron Brides™ reserves the right to deny participation and benefits of any kind to any advertiser whose account is not paid in full by March 20th, 2009. Advertiser further understands that the forfeited advertising and benefits may then be resold to any Advertiser, at any price, at the sole discretion of the show producers.

9) Advertiser understands that Iron Brides™ may choose from time to time to change network relationships. If show modifications are necessary which preempt Advertising Contracts, the Advertiser agrees that his sole remedy shall be a refund of monies paid for unfulfilled advertising. Iron Brides Productions, LLC PO Box 2482 • Concord, NH 03302 • 603.809.6122

10) Advertiser material must conform to the programming and operating policies of IRON BRIDES™, and the quality of recorded Advertiser material must comply with IRON BRIDES™' technical standards, and shall not contain copy or material which conflicts with product protection rights granted to others by IRON BRIDES™. IRON BRIDES™ has the continuing right to require Advertiser to edit and modify any and all Advertiser material to the extent IRON BRIDES™ deems necessary to conform to the public interest and to the programming and operating policies of IRON BRIDES™. IRON BRIDES™ reserves the right to refuse to accept for telecasting or to refuse to telecast any Advertising material which does not in its judgment conform to the public interest or to such policies and standards, or which in the reasonable opinion of IRON BRIDES™ may violate the rights of others in privity of contract with IRON BRIDES™ or otherwise. IRON BRIDES™ will endeavor to avoid scheduling products competitive or antithetical to single product commercials of at least 30 seconds duration within the commercial interruption (i.e. pod) in which such commercial is scheduled. Such competitive or antithetical avoidance is known as product protection. Advertiser may have elected to become an Exclusive Sponsor thereby classifying its some products as exclusive basis products which entitle such products to broader product protection than that which is indicated in the immediately preceding sentence. If IRON BRIDES™ fails to carry/include all or any part of Advertiser's commercial to the extent that the substance of the commercial announcement is lost on the lineup, IRON BRIDES™ will negotiate in good faith for a make good. If IRON BRIDES™ fails to achieve agreed upon audience delivery, IRON BRIDES™ will negotiate in good faith and deliver a make good no later than by the end of the calendar year following the end of a broadcast season. Advertiser agrees to indemnify and hold harmless IRON BRIDES™, the stations/cable networks over which the Sponsored telecasts are carried and their owners, the officers, directors, producers, members, agents, employees, affiliates of IRON BRIDES™ including the talent, brides and hosts thereof the and the other advertisers or sponsors in the program and their agencies, and their respective directors, officers, agents and employees against and from any and all claims, liability, loss and damage, including reasonable attorneys' fees, caused by or arising wholly or in part out of the telecasting of Advertising

presentations, materials, advertisements, and product placements hereunder and to defend at its own expense any litigation instituted by others against any of them resulting therefrom.

11) Advertiser acknowledges that prior to consummation of a relationship with IRON BRIDES™, advertiser shall be required to execute IRON BRIDES™' Advertising Agreement containing the foregoing Terms and conditions and such other standard terms and conditions as IRON BRIDES™ may require in its discretion.