

www.thejorgeshow.com









# 2015 Media Kit

Celebrity Interviews | Entertainment News | New Music





Tampa Bay Times

THE JORGE SHOW is an independent variety talk show hosted by Jorge Alvarado and a rotating cast of regional blog, media and radio personalities. The show won the Best Lifestyle Talk Show at the 2014 Talkie Awards. "Happy Hour and All Things Fabulous" is the show's theme and is the only show in the Tampa Bay area to be taped in front of a live studio audience. Segments of the weekly program include interviews and clips from red carpet events, awards shows and music festivals. And, just as it has since its debut season, The Jorge Show showcases the provocative comedy skits that focus on current events, social etiquette and cocktail recipes from Alvarado, whose sense of humor is alive on and off air. The variety show also features everything from interviews with nationally recognized celebrities in film and TV to professionals in fashion and musical performances.



JORGE ALVARADO After a career in an array of creative roles within the fashion industry and forging a reputation as a renowned events planner Jorge returned to his childhood roots of performing in front of the

performing in front of the camera. Jorge's universal appeal and branding strategies continue to grow the show into new markets outside of the bay area. His commitment to independent and new media has been recognized by the industry professionals but most importantly his audience.





# Designated Market Area &TV Listings



Tampa-St. Pete (Sarasota) Households 1,806,560 Miami-Ft. Lauderdale Households 1,663,290 Orlando-Daytona Bch-Melbourne Households

MIRA TV / WATCH TV	TAMPA	ORLANDO	MIAMI
ANTENNA/OVER THE AIR	30	47	18
SATELLITE/DIRECT TV/DISH	30	47	18
VERIZON	28		
AT&T U-VERSE			20
ATLANTIC BROADBAND			82



NATIONAL PARI

Key West



AUDIENCE BREAK OUT (by age groups)

35-44 = 44.3%

Celebrity Gossip 57%

Music 64%

25-34= 32.1%

45-54=23.7%

SOCIAL MEDIA PLATFORM

Facebook: 63.3% Male 35.7% Female Twitter: 71% Male 29% Female

# A La Carte Advertising Rate Card

## Pre-Recorded, HD or SD Production Ready and Broadcast Quality Spots \*Includes Repeat Airings\*

Package	Cost	Seconds	Spots	Episodes	*Total Air Time
1	\$250	Up to 15	1	1	Up to 60secs
2	\$350	Up to 15	2	2	Up to 150secs
3	\$450	Up to 30	2	2	Up to 120secs
4	\$750	Up to 60	1	1	Up to 120secs

## LIVE Audience & Happy Hour Program Sponsors

Print Advertisement	Cost	Number of Marketing Impressions	Episodes
Full Page	\$375	1200	12
1/2 Page	\$275	1200	12
Inserts	\$175	1200	12
Logo	\$100	1200	12

## **In-Kind Promotional Consideration**

On-air recognition is given to organizations and businesses providing In-kind gifts to TJS valued in increments of \$100 or more. Increments equal to twice the dollar amount of cash sponsorship levels are provided this team sponsorship benefits.

Package	Value	Seconds	Spots	Episodes	*Total Air Time
А	\$100	Up to 7	1	1	Up to 14secs
В	\$500	Up to 15	2	1	Up to 60secs
С	\$700	Up to 15	5	2	Up to 150secs
D	\$900	Up to 30	2	2	Up to 120secs
Е	\$1300	Up to 60	1	4	Up to 240secs

For more information on seasonal sponsorships or long term contracts please send an e-mail to Sponsorship@TheJorgeShow.com.

# Seasonal Sponsorships 12 New Episodes | 48 Broadcast Impressions



Most advertisers end up paying an effective cost per viewer of one cent on broadcast television and around 7 cents per cable viewer.

- Intro/Outro Voice Over Bumper *value of \$250*
- Logo and or Product Placement value of \$1300
- Two (2) spots (up to 15 secs) per show value of \$700
- Segment Title value of \$3000
- Clickable Sponsor Logo on TheJorgeShow.com value of \$1200
- Inclusion on all Social Media Promotional Campaigns value of \$1200
- Additional Mentions during show (2) value of \$6000
- On Air Appearance or Panelist Opportunity value of \$3000
- 2hr Special Event or Promotion Coverage for 30second on-air recap

\$5000 \*\*Does not include media production services

# Closed Captioning Sponsor

Tax-Deductible | 24 Broadcast Impressions\*

- Intro/Outro Voice Over Bumper
- Clickable Sponsor Logo on The Jorge Show.com
- Webpage Banner
- Additional Mentions during show (2)
- One (1) spot (up to 15 secs) per show

\$ 4,500

\*A La Carte Rate: \$500 per episode (12 total)

# Limited Media Production Services

- 2hrs of On-location Filming (one-hour of set & prep; one-hour of filming)
- 2hrs of Editing

\$1100 60 Second Spot (150 spoken words)

\$975 30 Second Spot (75 words)

\$850 15 Second Spot (36 words)

\*\*Client Provides Script

For more information on seasonal sponsorships or long term contracts please send an e-mail to <a href="mailto:sponsorship@TheJorgeShow.com">Sponsorship@TheJorgeShow.com</a>.

Advertising Selection Form & Contract
Sponsorship Program Packages | A La Carte Advertising | Promotional Sponsors | Partnerships

#### Instructions

Step 1: Mark your selections below under Payment Amount & Method (select sponsorship package, a la carte advertising option or propose partnership.

- Step 2: Email completed form to Sponsorship@TheJorgeShow.com
- Step 3: Identify your company/organization's point of contact for securing advertising materials (i.e. advertisement file, promotional event details, film production).

Note: Designated air-times are subject to change. Further instructions are emailed to the sponsor upon contract approval. All files will be requested and transmitted via email.

This State of Florida contract is for exhibit space, sponsorships and/or advertising as noted below, by and between The Jorge Show and the Vendor named herein. The Vendor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company/ Organization's Name			
Contact 1: Point of Contact:	Contact 2: Billing Contact		
Street Address:	Street Address:		
City, State & Zip:	City, State & Zip:		
Phone: () Email:	Phone: () Email:		

Contract Acceptance (signature is required)

This contract is accepted as binding by the following vendor representative:

omnony/Organization's Name:

Signature: \_\_\_\_\_Printed Name:

L	Jate:

### Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy, please check the box below. Please send a printed invoice to our company billing contact (contact 2 above)

company billing contact (contact 2 above).

Payment: 50% payment is due 90 days prior to the season start date with the remaining 50 % due at 30 days prior to advertising date. Companies are 50% liable for contracted funds at 90 days prior to the advertising date and 100% liable for contracted funds that are 30 days prior to the advertising date.

Cancellations: Cancellations must be received via email from a representative of the company signing this contract and confirmed as accepted by email

Cancellations: Cancellations must be received via email from a representative of the company signing this contract and confirmed as accepted by email from The Jorge Show. Cancellations received at or after 90 days of the advertising date but prior to 30 days to the advertising date will be 50% liable for contracted funds. Cancellations received at or after 30 days of the season start dates will be 100% liable for contract funds.

# Additional Digital Agreements & Disclosures

701 77<sup>th</sup> Avenue N.

St. Petersburg, FL

#56522

33732

- \*All advertising must be in digital and downloadable format 10 business days before scheduled run.
- \*Closed Captioning Charges are included in each digital advertising package.
- \*Written Transcripts Required format 10 business days before scheduled run.

701 77<sup>th</sup> Avenue N. #56522

St. Petersburg, FL 33732

Payment Amount		Method of Payment (please check one)		
Sponsorship Package:\$\$ Advertising Package:\$\$ Exhibit Space:\$		Check	Payable to: The Jorge Show	
	\$ \$\$	Credit Card	A confirmation will be sent with an invoice attachment. A link to a secure online credit card processor will be provided at the bottom of the invoice.	
Send Check Payments	Merchant Contact Info:	Wire Transfer		
Accounts Receivables	The Jorge Show		information will be provided on the invoice. Sen wire transfer confirmations to <a href="mailto:sponsorship@TheJorgeShow.com">Sponsorship@TheJorgeShow.com</a> .	

# Advertising Selection Form and Contract

#### Terms and Conditions

#### Contract

The State of Florida contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between The Jorge Show and the vendor named herein. The vendor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

#### Payment and Liability Schedule

- 50% liable and 50% payment due 90 days prior to the first day of advertising.
- 100% liable and 100% payment due 30 days prior to the first day of advertising.
- If contract is received after payment due dates, the vendor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of advertising date, the vendor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the vendor is permitted to advertise or exhibit during a show event.
- The Jorge Show reserves the right to reassign space or remove contracted company from the show line up or event floor plan if the above payment schedule is not met
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The vendor will be assessed the collection agency fees (typically an additional 30%).

#### Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from a Jorge Show representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an vendor, The Jorge Show reserves the right to reassign canceled advertising space or exhibit space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the cancelling vendor of the obligation to pay the cancellation assessment.
- The vendor agrees that the appropriate payment based on the schedule above must be received by The Jorge Show within 15 days of the cancellation notice or by the first date of advertising (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The vendor will be assessed the collection agency fees (typically an additional 30%) Relocation and Floor Plan Revisions The Jorge Show retains the exclusive right to revise the show's exhibit space and/or story board and/or move assigned vendors as necessary.

#### Occupancy Default

Any vendor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by The Jorge Show, and reallocated or reassigned for such purposes or use The Jorge Show may see fit.

#### Limitation of Liability

• Vendor agrees to make no claim for any reason against The Jorge Show, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of The Jorge Show. • The vendor is solely responsible for his own exhibit materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an vendor is in his care, custody, and control in transit to, or from, or within the confines of the show set/venue or filming location. The Jorge Show shall bear no responsibility for the safety of the vendor, its personnel, employees, agents or representatives or personal property.

#### Damage to Property

The vendor is liable for any damage caused by vendor, vendor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other vendor's property.

#### Insurance

Vendors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the vendor's employees. Proof of such insurance shall be provided to The Jorge Show or its agent or representative upon request. Email certificate of insurance (COI) to Sponsorhsip@TheJorgeShow.com.

#### Installing, Exhibiting, Dismantling

The Jorge Show specifies hours and dates for installing, exhibiting, and dismantling tabletop exhibits. Vendor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth 30 minutes before the posted start time for the show event. Additionally, the vendor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by The Jorge Show. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

#### Agreement to Rules

Vendor and all vendor personnel agrees to abide by the foregoing rules and those provided and maintained by event venue, and by any amendments and additional rules that may be put into effect by The Jorge Show.

#### Use of Space

Displays and demonstrations are limited to the confines of an vendor's own exhibit space. Distribution of literature or other giveaways must be in the confines of the vendor's own booth. Displays must abide by the rules and regulations provided by the event venue.

#### Cancellation or Change of Venue by The Jorge Show

In the event that the premises in which the show is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of The Jorge Show or its agents, the show may be canceled or moved to another appropriate location. The Jorge Show shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of The Jorge Show. Causes for such action beyond the control of The Jorge Show shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should The Jorge Show terminate this agreement pursuant to the provisions of this section, the vendor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to vendors at the sole discretion of The Jorge Show and in any case, will not exceed the amount of each vendor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by The Jorge Show through the date of vendors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

#### Vendor Representative's Responsibility

Vendor agrees to indemnify The Jorge Show, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of vendor, vendor's agents, employees or representatives, and any claims for injury to vendor, its employees, agents, representatives, or event attendees.

#### Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of The Jorge Show. The Jorge Show may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on vendor equally with the foregoing rules and regulations.