

Brand Placement within **WIPEOUT** CANADA

There are 4 brand placement opportunities available in the new, exciting Canadian version of Wipeout.

Each opportunity includes a partial sponsorship of Wipeout Canada as well as valuable on course branding.

1. The Qualifier
2. The Sweeper
3. The Dizzy Dummy
4. The Wipeout Zone

Also Available:
Super Slow-Mo Replay
Branded Replay – “Play of the Day”



NOTE: creative
must be ready to
go to Argentina
by end of August
2010



Note: Additional Global repeat broadcast, scheduled for Winter/Spring 2012

The Qualifier

WIPEOUT

CANADA

The Qualifier includes:



QUALIFIER
Product Placement Sponsorship Production

The Host Banner



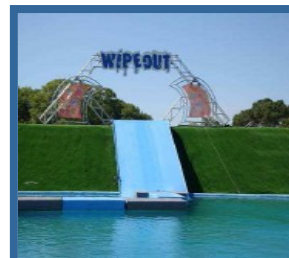
Course Flags



The Dais



Entrance Ramp



Partial program sponsorship includes:
Spring 2011 x 13 weeks

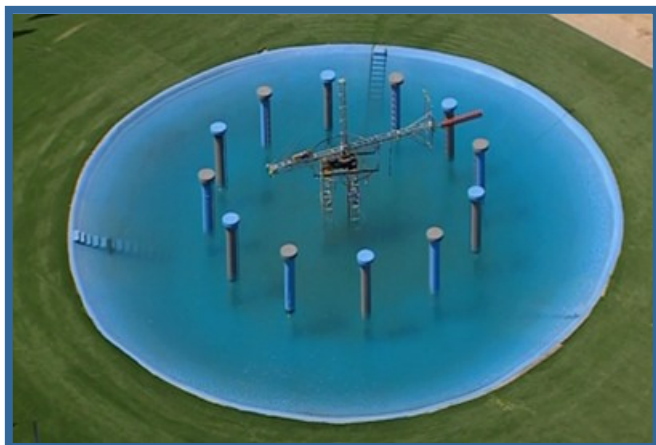
1 x :07 billboard
2 x :30 brand spots
Tag on marketing promos

The Sweeper

WIPEOUT

CANADA

The Sweeper includes:



Branded
Platform
tops on The
Sweeper



SWEeper

Product Placement
Sponsorship
Production

The Host Banner



Course Flags



Partial program sponsorship includes:

Spring 2011 x 13 weeks

1 x :07 billboard
2 x :30 brand spots
Tag on marketing promos on
TVTropolis





Dizzy Dummy

WIPEOUT

CANADA

The Dizzy Dummy includes:



Branded Flags
on The Dizzy
Dummy
course.



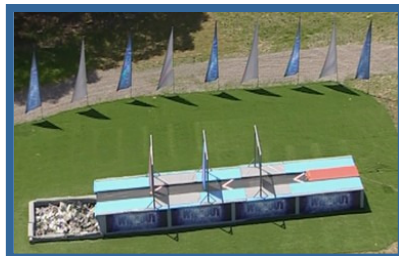
DIZZY DUMMY

Product Placement
Sponsorship
Production

The Host Banner



The Course Flags



Partial program sponsorship includes:

Spring 2011 x 13 weeks

1 x :07 billboard
2 x :30 brand spots

Tag on marketing promos on TVTropolis





The Wipeout Zone includes:

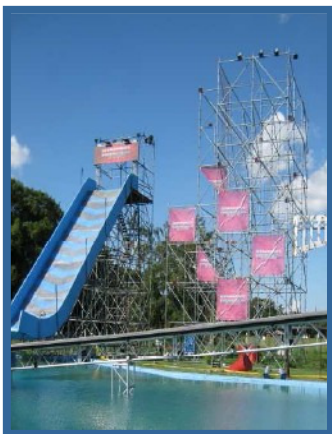


Branded
Pedestals
on The
Spinner

Banner
Background
at Finish Line
Interview

WIPEOUT ZONE

Product Placement
Sponsorship
Production



Branded Banners
and entrance
ramp

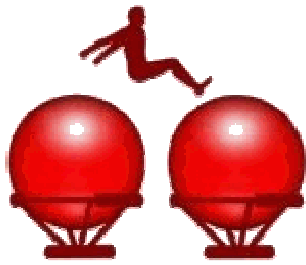


Partial program sponsorship includes:

Spring 2011 x 13 weeks

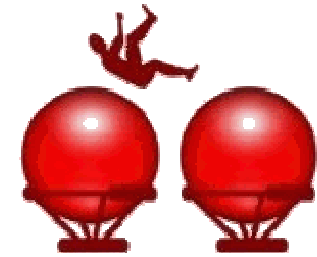
1 x :07 billboard
2 x :30 brand spots
Tag on marketing promos on
TVTropolis





Additional Opportunities

WIPEOUT CANADA



Branded Slow-Mo Replay

You can also own branded replays (2 avail sponsors) and/or the Super Slo-Mo (1 avail sponsor) capture replay.

Additional Opps

SUPER SLO-MO
BRANDED REPLAY



"Plunge of the day" replay



An overhead shot from the BRAND skycam!