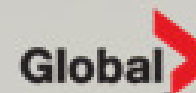




Entertainment  
Tonight Canada



## EQ Sponsorship

An integrated, *exclusive* sponsorship opportunity tied to Global Television's key entertainment property.



Rick  
Campanelli  
and Cheryl  
Hickey, hosts of  
Entertainment  
Tonight  
Canada.

## EQ Sponsorship Details:



Sponsorship of the EQ is an opportunity for **YOUR BRAND** to be integrated with Canwest's daily entertainment program, ET Canada, on a long-term basis. **BRAND** will receive title sponsorship of the EQ (Entertainment Quotient)

The EQ segments, hosted by Cheryl Hickey, will run three times per day during Entertainment Tonight Canada, challenging viewers to test their knowledge of entertainment.



**Note: ET Canada & Paramount will have final approval on the branding, format & content of the daily EQ entertainment question . Require 3 weeks lead time for production.**



## EQ Question Example:



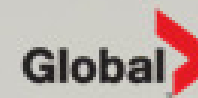
**Part A:** ' Now let's test your **BRAND** EQ. Denny Doherty of The Mamas and the Papas, who passed away on Friday, also played the Harbour Master in which children's TV show? The answer's after the break.'

**(commercial break)**

**Part B:** Before the break we tested your **BRAND** EQ. Denny Doherty of The Mamas and the Papas, who passed away on Friday, also played the Harbour Master in which children's TV show? The answer...Theodore Tugboat.



## Sponsorship includes:



**SUMMER 2010 x 13 weeks**



**Three branded EQ questions per day**



**1 x :07 branded billboard per show**

### Media:

**Global National primetime; Mon-Fri 7:00-7:30pm**

**Global National late rpt; Mon-Fri 12:30-1:00am**

**SLICE; Mon-Fri 11:00-11:30pm**

**(5/wk x 13 wks)**

