

The 2010 Gemini Awards



Promotional Opportunities tied to
the 25th Annual Celebration

Date: August 20, 2010

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The 2010 Gemini Awards

- The Geminis celebrate excellence in Canadian English-language television, acknowledging our country's triumphs in over 90 award categories.
- Since its first broadcast in 1986, the event has grown in prominence and stature to become one of the most prestigious cultural events in Canada.
- This year marks the 25th anniversary of the awards.
- The award ceremony will be broadcast on Global and Showcase, November 13, 2010; 9:00-10:30 ET



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Broadcast Sponsorship

- Join us for the 25th annual celebration of excellence in Canada's English-language television as celebrities, television makers, supporters and broadcasters will unite to honour this year's most prominent productions.
- Sponsorship includes:
 - 2 x :07 billboards
 - 6 x :30 brand spots
 - tag on Marketing promotion (shared)



Notes: Open to 2 non-competing sponsors; based on current Fall rates; subject to rates and avails at time of booking. For Showcase, based on parameters +10%, A2554 including promo

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Online Show Site Content

- GlobalTV.com will offer a dedicated show site to this year's awards ceremony to highlight and promote this year's show, feature nominees and information leading up to the broadcast.
- Show Banner
- "About" blurb
- Tune-in widget: messaging the Global broadcast
- "You Might Like" widget
- Feature nominees gallery for 2010



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Online Sponsorship

Site Ad Opportunities:

- Ad units: leaderboard and big box
- Overall site sponsorship available: We can integrate a client into the header for overall site sponsorship and/or into individual sections

GlobalTV.com - Home Page Promotion Opportunities:

- Home page rotator sponsorship (in conjunction with site sponsorship)
- Promo Tile (in conjunction with site sponsorship)



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Your Fave TV Show

The top 25 Canadian shows of the last 25 years, as voted by Canadian viewers



- With the 25th anniversary of The Gemini Awards, a unique opportunity presents itself to allow Canadians to vote on their favourite Canadian shows of the past 25 years.
- Childhood memories of The Friendly Giant and Mr. Dress-up mix with the hilarity of SCTV and Kids in the Hall to make this engaging promotion for Canadians and a great lead-up to The Geminis Awards broadcast.

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Your Fave TV Show

- A panel of esteemed TV writers have selected 25 of the top Canadian programs of the past 25 years (1985-2010).
- Starting August 31 Canadians will have the opportunity to vote for their favourite.
- The voting/contest will be promoted on air and online encouraging Canadians to vote for their chance to win a Gemini-experience prize
- A countdown of the top 25 Canadian TV shows – in the order determined by Canadian voting - will be showcased during The Gemini Awards gala ceremony



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Your Fave TV Show – Sponsorship Opportunity

- Global and Showcase, October 4 x 4 weeks
- :15 co-branded broadcast promo spots
- 05 dot.spots driving to www.favetvshow.ca
- Sponsor tag on Global Marketing promo, Oct 15-29
- Co-branded online ads will run throughout the canada.com networks
- Sponsor recognition during The Gemini Awards gala ceremony as the top 5 Canadian TV shows as selected by Canadian voters are announced, (5-7 graphic exposures)
- Prizing and production



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