

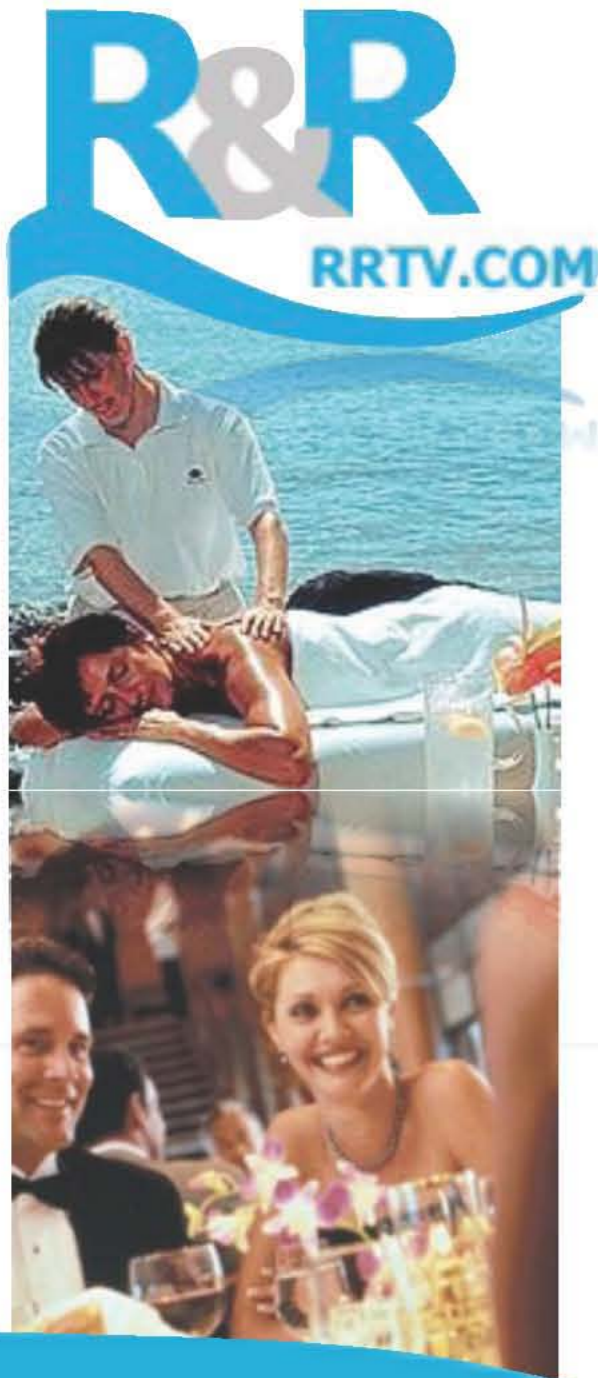
R&R

RRTV.COM

Taste Of The Caribbean
In Partnership

with

**The Caribbean Hotel & Tourism Association
(CHTA)**



PROGRAM SUMMARY

- R&RTV has created a distinctive showcase for CHTA's *"Taste of the Caribbean"* to introduce Caribbean cuisine to potential visitors to the region.
- Using the R&RTV platform, a comprehensive Sponsorship and Advertising package for a one hour show has been developed.
- how will air as follows:
 - ↳ On air during October/November, 2010, January 2011
 - ↳ Will run 4x/month
 - ↳ 2 weekday primetime airings per month
 - ↳ 2 weekend primetime airings per month

Sponsorship Package

Category Exclusivity (does not include destinations and hotels).

Cross Channel promotional mentions on 12 lifestyle networks on DIRECTV.

3–:30 second commercial spots - 3x/hour per show -Total - 36 spots.

Bumpers (promos) on R&R TV promoting show – “Coming Up (Day of wk/Next) Taste of the Caribbean Brought to you in part by....names of sponsors”.

Banner ad on home page of RRTV.com for four months (Oct. Nov. Dec, Jan.) with link to the sponsor’s site.

Sponsor access to sweepstakes entries/leads.

Extraordinary Vacations Travel Shopping Show

Three minute segment on R&R TV EXVG.

Airs minimum of 8x/month in November 2010.

R&R Blog Talk Radio – 10-15 minute internet radio interview.

R&R OnBoard TV – live 24/7 satellite feed reaching 270,000 viewers per Month (October 2010 thru January 2010) on:

- Celebrity
- Princess, Fred Olsen
- Crystal, Silversea
- Holland America Cruise Lines
- Norwegian Cruise Lines

Onboard TV is found on the following established networks:

- CNBC
- BBC
- SKY News
- SKY Sports
- MSNBC
- FOX News

Total Package Cost - \$15,000 Net

Production of 30-second spot with B-roll footage and script supplied is \$3,000



Advertising Package

- ↪ 2-:30 commercial spots /hour – Total - 24 spots
- ↪ R&R OnBoard TV – live 24/7 satellite feed reaching 270,000 viewers per month (October 2010 thru January 2010) on Celebrity, Princess, Fred Olsen, Crystal, Silversea, Holland America Cruise Lines and Norwegian Cruise Lines
- ↪ 50 spots per month - Total - 200 spots
- ↪ Onboard TV is found on the following established networks:
 - CNBC
 - BBC
 - SKY News
 - SKY Sports
 - MSNBC
 - FOX News

Lower thirds

- ↪ Client tagline (message) will appear throughout lower third of screen and remain on for 40 seconds for a minimum of 8x/day on relevant programming (i.e. golf, travel, culinary).
- ↪ Client tagline (message) can include online call-to-action.
- ↪ Lower thirds will run Oct./Nov.

Total Package Cost - \$5,000 Net

Production of 30-second spot with B-roll footage and script supplied is \$3,000

