



season 9 finale

Gifting Suite In Honor Of Dancing With The Stars

airs nov. 24



WHO

ABC's Dancing With The Stars Season 9 Finale

ATLANTIC PUBLICITY

SPOTLIGHT MEDIA PRODUCTIONS

WHAT



on-set gift lounge and gift bags for the Season 9 Finale of the #1 Nielsen Rated "Dancing With The Stars" filming in Los Angeles on Nov. 24. Your company will be able to showcase products directly to the invited stars, professional dancers, attending celebrities and judges. The suite will be held backstage in an adjacent studio to the show and we currently have AT&T, Macy's and other Fortune 100 brands participating in the suite. The Season 9 Finale will have over 40 million Households watching and we have every major press outlet covering the event which will help your brand create top of the mind awareness and traction coming into the Holiday Season buying season.

WHEN / WHERE

Tuesday, November 24th, 2009, CBS Studios/Los Angeles

WHY

National/International Brand Exposure, TV Broadcast Media Coverage, Traffic

OPPS

- Global TV/Print Press Coverage-Over 100 Of Worlds Largest Media Outlets
- Each Sponsor Receives A Custom Dedicated Press Wall Featuring Their Logo
- Minimum Of Two (2) Photos Per Participating Celebrity In Front Of Your Dediccate Media Wall
- Data Sheet On Each Person Photographed At The Suite Showing Film Credits, Etc. For Sponsor Records And For Accurate References In Press Releases
- Pictures From Events (Wire Image/Getty Photographer), Our In-House Photographer And Media Contacts From Within Dancing With The Stars
- Quotes When Given From Celebs/Publicists Documented By Our Gifting Hosts
- Your Company/Brand Will Be Included In The Press Kit Which Is Being Distributed To All Attending Media



season 9 finale

Gifting Suite In Honor Of Dancing With The Stars

airs nov. 24



CELEBRITY DANCERS

The Stars Competing Includes Supermodel Kathy Ireland, Singer Macy Gray, Actress Melissa Joan Hart, Singer Mya, Actor Ashley Hamilton, Football Star Michael Irvin, Food Network Host Mark Dacascos, Actor And Singer Donny Osmond, Reality Star And Singer Kelly Osbourne, Actress Debi Mazar, Ultimate Fighting Champion Chuck Liddell, Olympic Swimming Champ Natalie Coughlin, Swimsuit Model Joanna Krupa, Olympic Snowboarder Louie Vito, Pop Star Aaron Carter, And Former House Majority Leader Tom DeLay



PROFESSIONAL DANCERS

Professional Dancers Include Karina Smirnoff, Alec Mazo, Lacey Schwimmer, Cheryl Burke, Jonathan Roberts, Edyta Sliwinska, Mark Ballas, Tony Dovolani, Derek Hough, Anna Demidova, Anna Trebunskaya, Maksim Chmerkovskiy, Dmitry Chaplin, Louis Van Amstel, Kym Johnson, Chelsie Hightower



HOSTS

Tom Bergeron, Samantha Harris



JUDGES

Len Goodman, Carrie Ann Inaba, Bruno Tonioli



CELEBRITY AUDIENCE MEMBERS

Celebrities Attending In The Audience- Ozzy & Sharon Osbourne, Marie Osmond, Gerry Rice, George Hamilton, Kristi Yamaguchi, Shawn Johnson, LaToya Jackson



EFFECTIVENESS

To You-You Reach Your Publicity Goals

To Celebrities-They Can Enjoy The Experience

To Publicists-They Protect Their Clients And Their Reputation

***No sponsors will be allowed at this event.** The network and show producers will control all access to the Show, to the Studio/Sound Stages and Gifting Areas. Publicists/Celebrities will engage our hosts for the coverage and gifting.



ATLANTIC PUBLICITY
SPOTLIGHT MEDIA PRODUCTIONS



season 9 finale

Giftng Suite In Honor Of Dancing With The Stars

airs nov. 24



SPONSOR REQUIREMENTS AND GUIDELINES

- Prefer products valued at an average of \$200 or more per item/gift set
Minimum Value \$100 (We have some sponsors that are coming in well over \$500)
- Approx 25-30 sponsors total
- DWTS has locked in 75 bags + 10 for press
- Each brand will have an individual step-and-repeat media wall & red carpet
- All products must be received no later than November 20th. (We recommend products arrive as soon as possible for pre-press opportunities)
- All products must be approved by Dancing with the Stars
- *Per ABC and Dancing with the Stars, sponsors cannot be present

SPONSORSHIP BENEFITS

- Global TV/Print Press Coverage-Over 100 Of Worlds Largest Media Outlets
- Each sponsor receives a custom individual press wall featuring only the sponsor logo
- Minimum of two (2) photos per participating celebrity in front of your dedicated press wall
- Data sheet on each person photographed at the suite showing film credits, etc. for sponsors records
- Pictures from the events (Wire Image/Getty photographer, our in house photographer and media outlets approved by Dancing with the Stars)
- Your Company/Brand Will Be Included In The Press Kit Which Is Being Distributed To All Attending Media Outlets (100+)
- Quotes (when given) from the celebs or publicists documented by our gifting hosts



FOR MORE INFORMATION CALL
ADRIENNE PAPP, PUBLICIST AT 917.678.4017