

HOME FRONT

FOX
RELATIVITY

SEASON TWO
INTEGRATION OPPORTUNITY
SUMMER 2016

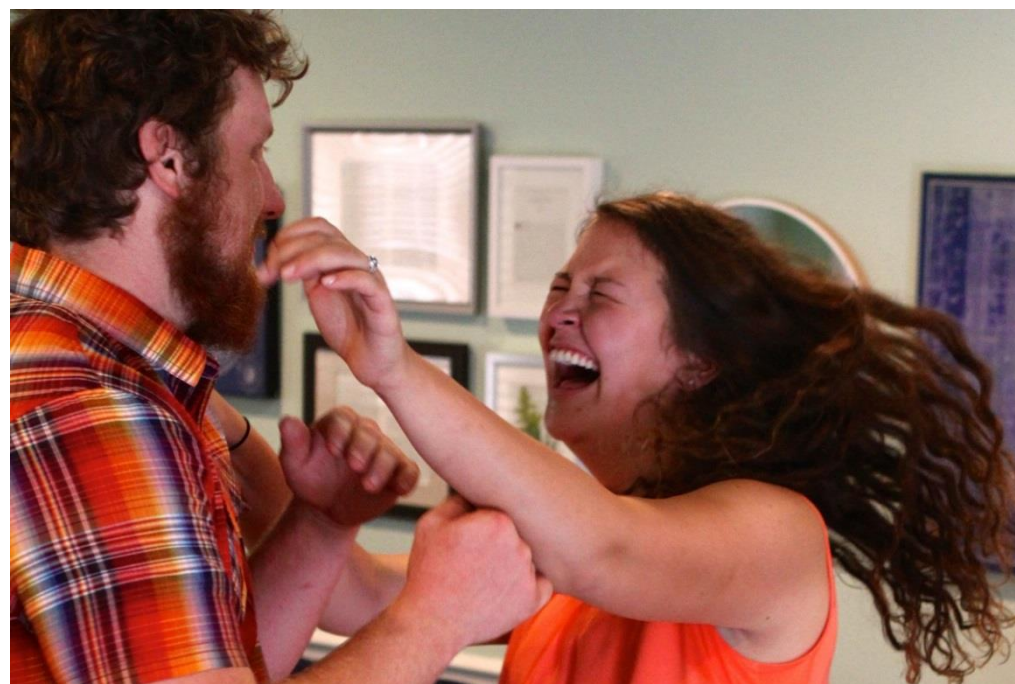


SEASON TWO: BUILDING BIGGER DREAMS THAN EVER

FOX's hit home building competition series **HOME FREE** returns in Summer 2016! This season will feature individuals from all walks of life as they compete in heart-stopping – and heart-tugging - challenges that will leave everyone on the edge of their seats!



THE LIFE-CHANGING COMPETITION IS BACK, with prizes and challenges that are bigger than ever. Each week, a lifelong dream will come true, but this season, the players are in on the twist!



IN A BIGGER, BOLDER SEASON TWO, eleven individual contestants are competing to surprise a loved one with a brand new home: a relative who is a wounded warrior, a firefighter who saved their life, or their single mom who sacrificed everything... all heroes in desperate need of a home.

Every episode will make the American Dream come true, right before your eyes.

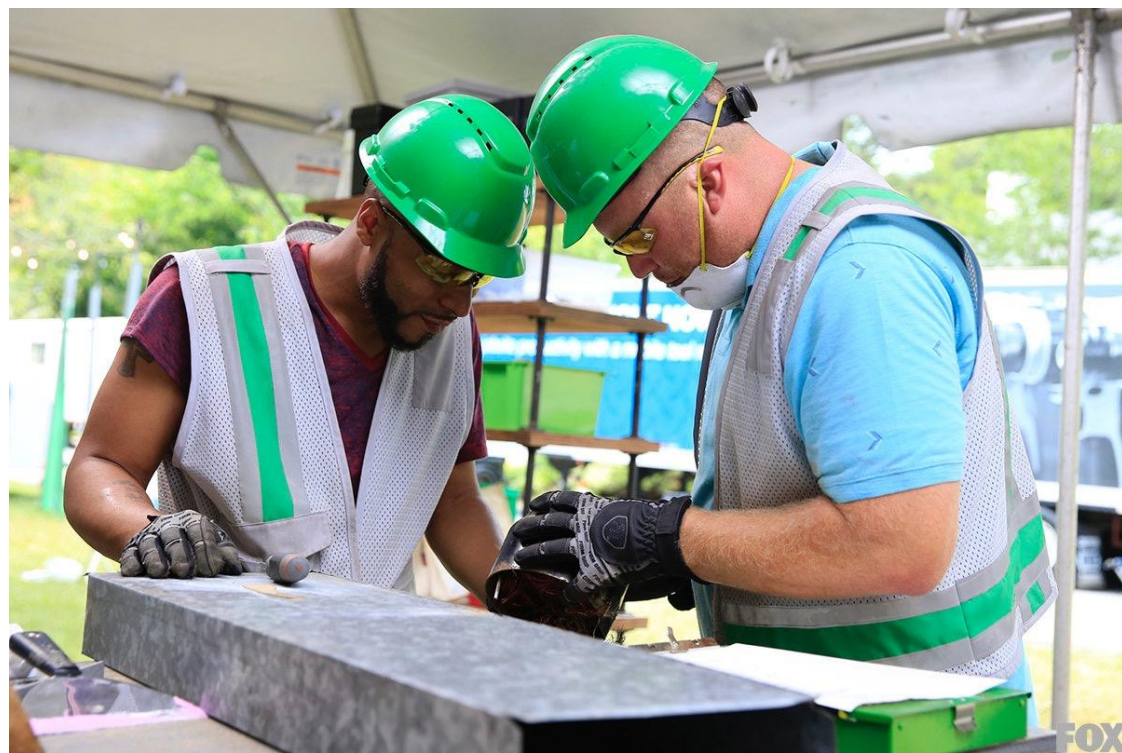


BUILDING A NEW SEASON

- show details -



- **Executive Producers:** Tom Forman and George Verschoor.
- **HOMES:** Home Free will give away 10 new homes, with an additional (11th) Ultimate Dream Home in the series' grand finale.
- **LOCATION:** All 11 homes will be in TBD state.
- **PRODUCTION SCHEDULE:** February 2016 - May 2016
- **AIRDATE:** Summer 2016 (June – August)
- **FORMAT:** Ten 1-hour episodes



SEASON ONE: A SOLID PERFORMER

VIEWERSHIP **INCREASED 28%** ACROSS THE SEASON
WITH **3.763 MILLION P2+ VIEWERS!** WATCHING THE FINALE

81 BRAND PARTNERS AND SPONSORSHIPS

11 MILLION DIGITAL IMPRINTS FROM TRADE OUT PARTNERS

RATINGS

HOME FREE ON FOX **AVERAGED 3,152 MILLION P2+**
PER **TELECAST** (1.94 RATING)

.90 WITH ADULTS 18-49

1.20 WITH ADULTS 25-54

.92 WITH MEN 25-54

1.46 WITH WOMEN 25-54

Source: Nielsen, C7. (7/22/15-9/9/15). Excludes repeats.



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HOME FREE

INTEGRATION REEL:

<http://populusbrands.com/hf2integrationtradeout>

SEASON 1 PARTNERSHIPS



INTEGRATION OPPORTUNITIES

Each episode of **HOME FREE** will have multiple integration opportunities for product usage and demonstration, providing organic visual and verbal exposure for your brand:



DRILL DOWN CHALLENGES

Each show will feature contestants competing in challenges to determine who selects the teams.

An example from Season 1: Teams were challenged to complete an obstacle course while driving a brand partner's heavy equipment.

This segment can be **co-branded** and **revolve around utilizing advertiser product to accomplish the goal.**



WORK ORDERS

To be featured even more in Season 2, Work Orders are building/crafting challenges that contestants must complete if they hope to remain in the competition. These will require skill, construction knowledge, and creativity. Work orders could be anything from installing flooring to designing a feature room/item for the house.

Work Orders can be **co-branded** and **co-developed** around **highlighting advertiser product attributes and key benefits.**

INTEGRATION OPPORTUNITIES



HOME GIVEAWAY

Opportunity to be aligned with the weekly UNFORGETTABLE end-of-episode moment when a home is given away to a deserving family.

Our host could **thank the advertiser brand** for their generous contribution in gifting the family their new home in this emotional **co-branded** moment. **Potential for brand rep** to hand the keys to the new owners of the home.



ADDITIONAL PRIZES

Season 2 of HOME FREE allows for more gift giving than ever before! In every episode, there is an opportunity for advertiser product to be given as a reward for contestants for their efforts in winning a home for a loved one. Example: Season 1 saw one challenge-winning team receiving their own Teardrop Trailer.

Prize presentation can **highlight advertiser product attributes and key benefits.**

INTEGRATION PRICING

DRILL DOWN CHALLENGES, WORK ORDERS, HOME GIVEAWAYS, and PRIZING INTEGRATIONS

\$150,000 (net) per episode
\$400,000 (net) 3-episode package

CUSTOM CHALLENGES or CUSTOM REWARDS

\$175,000 (net) per episode
\$475,000 (net) 3-episode package

FULL SERIES SPONSORSHIP PACKAGE (\$3 MM)

Full series exposure is flexible and customized for each brand



FULL SERIES SPONSORSHIP



The **FULL SERIES SPONSORSHIP** package (\$3 million) guarantees exposure in every episode of the series, including:

- Integration into weekly home giveaways (11 total)
- 10 co-branded Work Orders throughout the season
- 1-2 additional Brand Segments throughout the series (these will focus on specific brand marketing initiatives)
- Best of all, there is **NO REQUIRED MEDIA BUDGET** at this level of integration

FULL SERIES SPONSORSHIP OPPORTUNITY

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