

Today's  
**Homeowner**  
with *Danny Lipford*<sup>®</sup>  
TV Radio Digital

# WIN DANNY

& HIS CREW CONTEST

WIN  
**Danny**  
&  
**His Crew For A Day**



## "How can I get Danny to come to my home?"

is the question we hear most at *Today's Homeowner*. Our response—enter our **Win Danny & His Crew** Contest!

This contest draws nationwide attention and entries as homeowners vie for the coveted prize of welcoming expert and host, Danny Lipford, and his crew to their home to tackle their to-do list while capturing all of the projects, advice and antics on an episode of our national TV show.

By partnering with *Today's Homeowner* on this **Win Danny & His Crew** Contest you can leverage Danny's credibility and authoritative expertise with your brand's message for maximum impact to our highly-engaged DIY and home enthusiasts.



# 20+ MILLION IMPRESSIONS

## PROGRAM ELEMENTS:

### BRAND ALIGNMENT & PROMOTION

Sponsors receive their name and logo (where applicable) in all promotional elements to solicit contest entries for the **Win Danny & His Crew** contest, including:

- 4 Promotional :30 TV Spots
- 8 Promotional :30 Radio Spots plus LIVE callouts
- 250,000 Promotional Digital Ads
- Promotional Posts Across All Social Media Platforms

## PACKAGE:

### TELEVISION

- Recognizable Product Exposure (Airs Twice) in Episode Featuring Contest Winner
- Inclusion in :15 Episode Billboard with Sponsor's Name & Logo (Airs Twice)

### RADIO

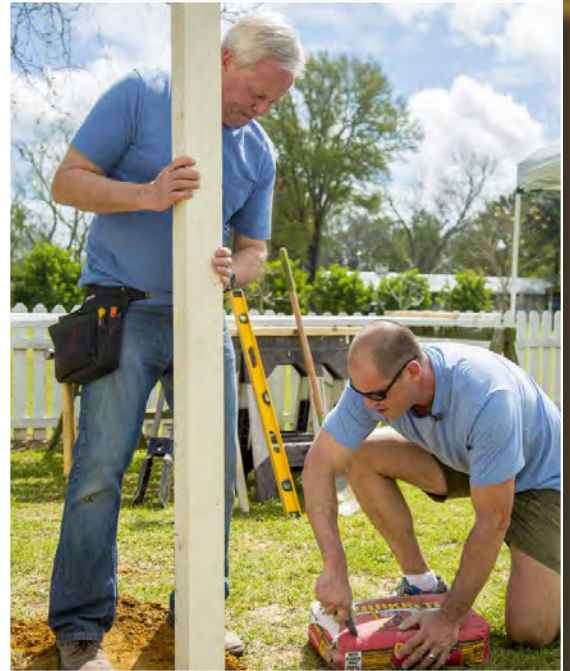
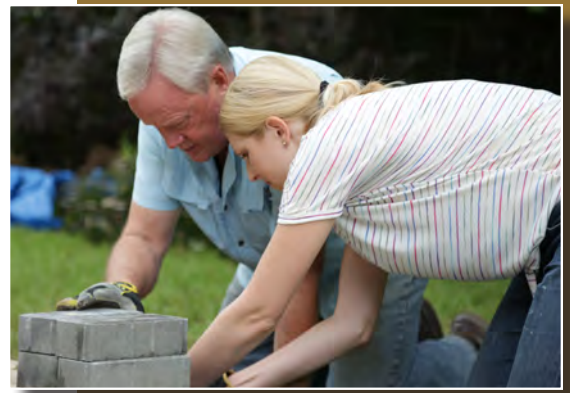
- Radio Show Special Segment (approx. 3 minutes) Featuring Winner that Includes Sponsor's Name & Website

### TODAYSHOMEOWNER.COM

- 250,000 Ad Impressions (combination of 300x250, 728x90 and 300x600)

### SOCIAL MEDIA

- 2 Special Facebook Videos (:30-:45) from Winner's Home Featuring Sponsor's Product
- Up to 3 Elements Pinned on the *Today's Homeowner* Pinterest Board



CONTACT YOUR SALES REP TODAY FOR UPCOMING DATES AND MORE INFORMATION

#### JACK CHRISTIANSEN

Midwest Manager  
(847) 724-5633  
jack@dannylipford.com

#### PETE FONTANA

Northeast Manager  
(973) 464-4831  
pete@dannylipford.com

#### GARY DENNIS

Southeast Manager  
(678) 507-0110 ext. 106  
gary@dannylipford.com

#### MARK HAGEN

Southeast Manager  
(312) 286-4926  
mark@dannylipford.com

#### LARRY STEVENS

West Coast Manager  
(917) 847-3176  
larry@dannylipford.com