

# SATELLITE

## MEDIA EVENTS



## WANT TO STAND APART FROM THE CROWD, AND GET NOTICED? **WE CAN HELP.**

At *Today's Homeowner*, our Satellite Media Events rise above the media noise, and deliver your message directly into the homes of 20+ million consumers.

Hosted by Danny Lipford and Chelse Lipford Wolf, every event is a full-scale media blitz that includes coast-to-coast national news coverage featuring your product organically integrated in a professionally produced lifestyle segment.

Partners also receive additional coverage on our *Today's Homeowner* multi-media platforms including our national radio show, destination website and social media, giving even more power to your message. And since we always broadcast from a real home—never a studio—viewers are better able to visualize using your product in their own homes.



# 20+ MILLION IMPRESSIONS

## WHY CHOOSE TODAY'S HOMEOWNER?

- 30-Year National Television Personality, **Danny Lipford**
- Hosted by Danny Lipford and/or Chelsea Lipford Wolf
- Limited to Just 3 Partners Per Event
- Averaging a 10-Day Media Footprint
- Production Team Specializes in Showcasing Home Improvement Products
- Dynamic 2-Camera Moving Shots
- All Interviews Broadcast in HD
- Shot on Location at Real Homes—Not a Studio
- Additional Exposure Across the Today's Homeowner Multimedia Platforms

## MARKETING PACKAGE INCLUDES:

- Sponsor's product included in 20 to 25 news interviews per 5-hour event
- Feature article including sponsor & their websites posted on TodaysHomeowner.com home page
- Feature segment mentioning all sponsors on Today's Homeowner radio show
- Video of media event posted to Facebook, TodaysHomeowner.com and provided to all sponsors
- Sponsors receive :60 video spotlighting their product to use on their media platforms
- Tweets & photos posted before, during and after event
- SME video will be posted to the Today's Homeowner YouTube Channel (min. of 12 months)
- Each sponsor will be included in the press release for the event, highlighting their participation in the SME, Danny's/Chelsea's participation and their product.
- Extensive, accurate reporting and stations clips provided to sponsors



## 2019 EVENT SCHEDULE

- 4/30 - Smart Home
- 6/18 - Summer Prep
- 8/13 - Kitchen & Bath
- 9/17 - Fall Fixes
- 10/8 - Fire Safety
- 11/19 - Holiday Tips
- 12/10 - Winter Homework

Atlanta

Mobile, AL



Conn Jackson



Chelsea & Danny



## FOR MORE INFORMATION CONTACT:

### 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