



# KÜHLTOYS

**Kühl Toys** (“The Show”) is a hosted review and entertainment show focused on finding the fun stuff we all secretly want, yes the Kühl Toys. Each week for 13 weeks a season, products fitting these areas are tested, played with and the results are a segment on **the show**.

Products may be submitted without product placement sponsorship of **the show**. Please see the “Submissions Information Letter” available on our website.

## ***Paid Product Placement:***

Product and Payment is provided by your company prior to your product being reviewed by our team. With prior coordination, you may also provide a spokesperson to demonstrate or install the product with the guidance of the host. This is entirely at the discretion of **the show**.

Any products not meeting the requirements of **the show** may be returned at the senders expense and the show will refund the placement fees within 5 business days of rejecting the product.

**The show** is filmed on broadcast grade cameras with in studio, outdoor and on location shots as needed. All provided video is 1080p<sup>1</sup> unless other agreements are made. Downscaling for web usage is done at no additional charge. Our studios have full green screen capability so we can place a product with any background.<sup>2</sup>

We also have access to TruSpeed Motorsports garage and their race cars if any product will fit on the cars legally for the benefit of racing, or if the cars will make a good background for the product, there is no additional fee for this location. TruSpeed is a world Championship Pirelli Cup and GT endurance team located in Costa Mesa California.

Thank you for your interest in Kühl Toys!

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<sup>1</sup> 4K is available for Gold and Platinum Only.

<sup>2</sup> Additional fees may apply.

**Product Placement Opportunities**



## Fees as of March 1st, 2017<sup>3</sup>

### Product Placement: \$1500

- Guaranteed review on Kühl Toys.
- Guaranteed use on Kühl Toys.

### As Seen On: \$3700

- Product Placement benefits **plus**
- Use of "As Seen On Kühl Toys" emblem<sup>4</sup>

### Silver Sponsor: \$5,250

- As Seen On **plus**
- Custom video with intro and logo exit for your brand.<sup>5</sup>
- License to use Custom video for use on your website.<sup>6</sup>
- License to post Custom video on YouTube and Vimeo.

### Gold Sponsor: \$14,850

- Silver benefits **plus**
- 15 minute custom informational video.
- License for internal training, and website use.
- Infomercial or training focus, your choice.

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<sup>3</sup> Fees subject to change without notice refer to your final contract for actual fees. Location shoots may incur additional fees.

<sup>4</sup> "As Seen On Kühl Toys" emblem use is limited to print ads, and websites and require prior approval. Five ads included. Additional Ads, \$100 per review Any submissions that are approved as "KuhlToys" may use the KuhlToys Approved logo in lieu of "As Seen On" with same terms..

<sup>5</sup> Video length is 60 seconds to three minutes.

<sup>6</sup> Custom Video may not be edited in any way without prior permission in writing.

## Product Placement Opportunities



- 4K Video upgrade available.

Platinum Sponsor: \$59,000 and Provide Product,

- Gold benefits **plus**
- Special Thanks inserted into Video
- 60 second broadcast ready commercial for your product <sup>7</sup> <sup>8</sup>
- 4K Video upgrade available

**\*\*Platinum Limited to first two accepted products per episode\*\***

Thank you in advance for your time and consideration.

If you are interested in becoming part of the project please email or call us at:

949-272-0611 or

Email:

[productplacement@paradiselandingproductions.com](mailto:productplacement@paradiselandingproductions.com).

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<sup>7</sup> 30 second or 15 second edits are also available for an additional \$1575 each.

<sup>8</sup> Broadcast time is not included and may be acquired by PLP on your companies behalf at a 35% commission.

**Product Placement Opportunities**