

Sports Illustrated KIDS at the Movies



Integrated Platform Promoting Theatrical Releases

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Sports Illustrated KIDS and KIDS FIRST! have partnered together to bring movie studios an unparalleled promotional opportunity tied to major kid-targeted theatrical movie releases. Leveraging the power of the SI KIDS brand and the movie studio's existing relationship with KIDS FIRST!, the movie studio has the opportunity to "own" SI KIDS at the Movies to promote the release of key movie releases in 2010.

The **overall sponsorship package** for a single theatrical release includes: 2 pages in SI KIDS magazine, five movie screenings in key KIDS FIRST! markets and full ownership of the SI KIDS at the Movies site.

Sponsorship Details

- Promotion for theatrical releases will be fully integrated into the SI KIDS at the Movies site in a true ownership model
- The movie studio will also own all of the digital media surrounding the SI KIDS at the Movies online site
- Film trailers and preview video will be shown, and stills from the release will populate the photo gallery
- All Junior Film Critic reviews will be of the theatrical release currently being promoted
- The movie studio will have the opportunity to select up to five markets in KIDS FIRST! venues in which to hold free screenings for consumers; SI KIDS and KIDS FIRST! will manage all execution of the screenings at no additional cost to the movie studio
- SIKIDS.com will create a custom game featuring imagery from the theatrical release (assets provided by the movie studio)
- SI KIDS will create a custom content page to run adjacent to the movie studio's brand ad page; custom content will promote the movie studio's five free screenings and will drive readers online for additional content

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Screening Details

- SI KIDS and KIDS FIRST! will provide up to five movie screenings in key major markets, above and beyond the existing screenings happening through the theatrical release promotional schedule
- The screenings will be free to consumers and the movie studio will have the opportunity to sample promotional products connected to the film

Junior Film Critic Details

- SI KIDS and KIDS FIRST! Junior Film Critics will review upcoming theatrical releases as part of the promotional experience
- Reviews and other movie promotional elements connected to the movie will be featured on the “SI KIDS at the Movies” site, created by SIKIDS.com
- The site is designed to be dedicated to a single movie promotion per one month period of time (campaign timing TBD, based upon the movie studio’s promotional initiatives)

Site Elements

- Movie reviews, provided by KIDS FIRST! and SI KIDS Junior Film Critics
- Video previews and trailers of the movie currently in promotion
- A photo gallery showcasing still images of the movie
- Online distribution vehicle for free Word of Mouth Screenings – a special consumer benefit in five key markets of a sponsor’s choosing

Additional Media Exposure

- The movie promotion will be promoted in SI KIDS magazine with a brand ad page and a page of custom content, created by SI KIDS to promote the free screenings and drive online to view all movie content
- The movie studio has the option to add a TIME For Kids platform to the existing program; promotion for the theatrical release can be extended to TFK.com and can also be integrated into classrooms nationwide with custom in-school program development (additional costs apply)

SI KIDS Media and Sponsorship Investment: \$125,000 net



SI KIDS Brand Information

Sports Illustrated KIDS – National Edition

- SI KIDS delivers the excitement, passion, and fun of sports to tweens and teens, in an action-oriented, authentic, and interactive style.
- **Published** 11x a year
- **Guaranteed Rate Base:** 1,000,000
- **Audience:** 7.5 MM
- **Male/Female:** 72%/28%
- 100% subscription; Age verified
- HHI \$127,000



SIKIDS.com

- 792,000 unique users*
- Officially relaunched with even richer content in March 2009
- Content includes:
 - Games
 - Training tips
 - SI KIDS Kid Reporters content channel
 - Fantasy Sports with LIVE drafts
 - Mascot Nation D.E.N. Virtual Sports Room



*Represents the unique users for the entire SIKIDS.com universe, which includes SIKIDS.com and TFK.com

KIDS FIRST! Brand Information

KIDS FIRST!

Supporting Quality Media for Children Since 1991

- KIDS FIRST! Junior Film Critics Club inspires kids to become active media critics
- KIDS FIRST! endorsement provides parents with a trusted source for media selection
- KIDS FIRST! Film Festival travels to more than 150 venues in major markets, year round to an audience of more than 1 million
- KIDS FIRST! provides reviews and recommendations for Amazon.com, Parenthood.com, Grand Magazine, Moving Pictures Magazine, LA Parent, and other local parenting publications
- Find KIDS FIRST! Top 50 Kid Films in-store display at 586 Toys R Us stores nationwide
- KIDS FIRST! reviews are available online at www.kidsfirst.org

