



## **Advertising Opportunities & Sponsors Rate Sheet**

*SiestaMan's* "The Last Sunset in Paradise 2007"™

### **Why advertise with SiestaMan?**

- Tourism icon with beautiful bikini co-hosts producing a unique brand of travel entertainment serving the 18 to senior international outbound traveling demographic.
- Entertainment components; beach tv series, Internet streaming video & dvds of beach events, live music performances, celebrity interviews, regional highlights & much more...
- The SiestaMan brand delivers, relaxation lifestyle, viral digital entertainment, travel incentives, stylish tropical fashions and a sense of comfort to our viewership base and social community.
- Unique vacation events and grand prize sweepstakes leveraging the Internet to attract over 50 million viewers during 2008. SiestaMan is positioned to serve travel destinations and companies like no one else.
- Global expansion to promote tourism with relaxing lifestyle, entertainment events & viral internet marketing, to deliver excitement and activity to your brand, beyond our audience and destinations.

*SiestaMan* is the only vacation celebrity personality in the world with a relaxed lifestyle image, a complete tropical beach entertainment program and a tropical retail line to promote any vacation destination including a country, a state, a cruise ship, an exotic island or tropical resort.

The SiestaMan image created in 1994 is becoming mainstream travel icon with his beach entertainment at sunset. His Hawaii programming includes "hobby-based" tourist activities by day with a blend of destination culture and luxury relaxation along Hawaii's shores. The "on-vacation" inspiring entertainment events reach international borders this New Year's Eve as he kicks off his first annual signature event in Waikiki Hawaii – *SiestaMan's* "The Last Sunset in Paradise 2007." This event celebrates the last minutes of sunlight with a gorgeous sunset as the sun sinks into the ocean's horizon simultaneously as the world watches revelers in New York's Times Square count down the launch of a new year. SiestaMan's event will continue into the night with Hawaiian shoreline activities ringing in the new year Hawaii time, Hawaii style

The explosion of world tourism continues to be a social phenomenon as outbound travelers look for interesting destinations. SiestaMan will leverage the also exploding Internet video distribution sites to reach the entire world of travelers with his events while promoting vacation destinations.

This New Year's Eve event is expected to be viewed by over one million viewers online and over two million repeat viewers through March 2008.

The excitement will continue for the next 11 months as he travels the globe to exotic locations reaching over one million outbound travel prospects with his vacation entertainment. His secret special events are projected to build his travel community so 2008's Hawaii New Years Eve filled with celebrity guests is projected to be viewed by over 50 million viewers via Internet and traditional broadcasting during the month of November, December and January 2008.

SiestaMan is building strategic partnerships to distribute his events through popular Internet sites like MSN, YouTube, MySpace and SiestaMan.com to propel over 50 million viewers to his entertainment programs in one year. The overall total viewers are expected due to an explosion of tourism around the world. The destinations are expected to benefit similar to the way popular movies surge tourism volume after locations were used in movie backdrops.



**Ad Placement**

- ✓ Ad permanently associated with first annual *SiestaMan's* New Year's Eve event 2007.
- ✓ First option of sponsorship for the *SiestaMan's* New Year's Eve Event 2008.
- ✓ Ad placement on New Year's Eve event video distributed on Internet.
- ✓ Banner ad on SiestaMan.com website rotated with other event sponsors
- ✓ Ad placement on events DVD by location distributed at destination resort and Internet.

**Promotion**

- Daily Internet blog describing a variety of experiences at destination.
- Streaming event contents for site members and visiting viewers to view events live.
- Weekly podcasting to highlight destination activities then post on viral networks including YouTube.
- Personal appearances at each location promoting brand, events and sponsors.
- Strategic Internet alliances to increase viewers and build social network - travel community within SiestaMan.com

**2007 & 2008 Events and Viewer Goals**

Travel to Waikiki Beach in Hawaii to create first annual New Year's Eve Hawaii signature event – *SiestaMan's* “The Last Sunset in Paradise 2007.” --- one million viewers over 5 weeks

Travel to Waikiki Beach in Hawaii to create the second annual New Year's Eve Hawaii signature event - *SiestaMan's* “The Last Sunset in Paradise 2008.” The second event is expected to be streamed live for 3 hours on the Internet with several celebrities and musical bands complementary to Hawaii culture. The crew is expected film activities of Hawaii one full month prior to the event.

--- over 50 million viewers from November 2008 to January 2009

Attract over one million visitors to MySpace account and transition all visitors to the SiestaMan.com travel community by March 2008.

--- over 1 million in online travel community

SiestaMan's tentative tour is expected to travel to create entertainment events at each of these locations. This would include destination resort events and cruise events.

--- over 1 million online viewers per month

This schedule is tentative and will be updated regularly

Destination	Dates	Destination	Dates
Honolulu	2007 Dec	Europe	2008 July - Aug
Rio De Janaro	2008 Jan - Feb	Los Angeles	2008 Sept
Bahamas	2008 March - April	Asia	2008 Oct
Florida (Spring Break)	2008 March - April	Honolulu	2008 Nov - Dec
Mexico	2008 May - June	Rio De Janaro	2009 Jan - Feb



## **Digital Media - Advertising Agenda**

SiestaMan.com is leveraging the explosive tourism trend through traditional magazine print ads and the ever more powerful Internet methods to frequently engage travel viewers.

SiestaMan has multiple business segments that will attract different viewer groups to his website from different channel partners. The apparel line will partner with traditional retail print ads to related industry Internet links promoting ordering apparel direct. The SiestaMan branded travel entertainment content will be distributed by traditional cable and viral Internet sites with videos and streaming tropical events.

The overall intent is to combine these multiple segments into a travel social community within SiestaMan.com so members can not only gain travel information, travel entertainment but participate by posting videos of their trips to share with family and friends, hence increasing visitors to the site. The value of other travelers adding content increases the repeat visits of members and guests expanding the community internationally through travelers & their friends with common interests.

The two most significant methods of attracting more viewers and keeping them engaged to our brand is by SiestaMan's frequent monthly travels to vacation destinations across the world while producing a travel event and travel video of each location. His travels will have creative support from his website content (SiestaMan.com) and online partners like YouTube (SiestaMan videos), Yahoo Travel or Expedia type sites (travel reservations), Airlines (informative print ads on flight), Google and other related travel sites currently with millions of users to promote the SiestaMan brand in markets that utilize the Internet for travel information and travel entertainment.

The focus of our advertising strategy is to keep potential travelers and travelers confident SiestaMan.com will provide them with current insight to current activities at each location including a variety of adventures available from hobby-based tourists looking for thrills to luxury based tourists looking for fine dining and luxurious shopping. The brand strategy is to combine many travel interests for visitors to enjoy from streaming to DVD tropical entertainment sweepstake contests, current travel information and tips, stylish tropical clothing so their perception is SiestaMan.com is the first place they think of for travel.



## **Promotions**

Promotions to reach 50 million viewers by January 1, 2009!

### **Entertainment**

Internet streaming sunsets from multiple locations – relaxation  
Internet streaming of monthly events from exotic locations across the world  
Internet video segments of SiestaMan and his Beach Beauties traveling to the world's most exotic locations showcasing local culture & their experiences on our independent Internet TV network.  
Siesta Man's (secret island) member only Internet access  
Siesta Man – novel and screenplay based on true island romance  
SiestaMan has written over 10 beach songs to be released

### **Clothing**

SiestaMan logo will expand his current t-shirt line into a tropical beach line.  
SiestaMan's beach clothing company is producing five other beach related lines.

### **Contests**

Siesta Man's \$100,000.00 and more Beach Treasure Hunt  
(win \$100 Thousand dollars, travel gifts, clothing gifts, restaurant gifts and more)

A global beach treasure hunt as SiestaMan travels to vacation destinations leaving clues behind and posting them on sponsor's websites and on SiestaMan.com. The treasure hunt lasts 12 months culminating in Hawaii for our signature New Year's Eve event.

The event is expected to be repeated each year with more prizes and promotions.

## **Information**

### *Destination Reviews*

SiestaMan is traveling the world to experience culture and activities available from each popular leisure location. He will inform readers of his experience and make recommendations to viewers, readers and members to increase their travel experiences.

### *Weekly Internet newsletters*

SiestaMan will produce a weekly newsletter to his viewers and membership commenting on travel trends. He will inform viewers from his prospective to help them evaluate prospective vacation destinations.

### *Siesta Man's Internet Travel Team*

SiestaMan's is to developing a travel team of ten professionals to keep him engaged to his viewers by Internet and traditional media outlets. This team will co-brand his brand with traditional print ads in popular travel magazines; Travel and Leisure, Islands, Vacations Magazine, Conde' Nast Traveler, Travel Holidays, Caribbean Travel and Life, etc. The travel team will also target well established Internet sites Yahoo, Youtube, Google, MSN to boost viewers. SiestaMan.com will provide links to each popular Internet partner and offer value to each of these sites through direct travel content.

### *Travel information links*

The SiestaMan Internet Travel Team will maintain his website with content any traveler will be able to access to assist in travel planning for a perfect vacation.



## **Advertising - Sponsorship Rates:**

### **Monthly Regular Rates**

Includes *SiestaMan's* "The Last Sunset in Paradise 2007" New Year's Eve event

Includes:

- Banner on SiestaMan.com
- Digital ad on destination resort DVD of each event and location
- Ad placement on all print media for live events or appearances
- Ad placement on monthly newsletter
- Ad placement on daily blogs and weekly podcasting
- Complete digital promotion strategy to reach over 50 million viewers.
- Co-branding ads to utilize multiple established travel related viewer channels. i.e. Leisure + Travel Magazine type magazines, Yahoo Travel and Expedia type travel planning sites, etc.

[Pricing Inquiry](#)

### **Six Month Package Rates**

December 2007 – *SiestaMan's* "The Last Sunset in Paradise 2007"\*  
January – June 2008 placement on all entertainment.

Includes:

- Banner on SiestaMan.com
- Digital ad on destination resort DVD of each event and location
- Ad placement on all print media for live events or appearances
- Ad placement on monthly newsletter
- Ad placement on daily blogs and weekly podcasting
- Complete digital promotion strategy to reach over 50 million viewers.
- Co-branding ads to utilize multiple established travel related viewer channels. i.e. Leisure + Travel Magazine type magazines, Yahoo Travel and Expedia type travel planning sites, etc.

[Pricing Inquiry](#)

### **18 Month Bulk Package Rates - July 2008 to January 2010**

December 2008 - *Siesta Man's* "The Last Sunset in Paradise 2008"™

Includes:

- Banner on SiestaMan.com
- Digital ad on destination resort DVD of each event and location
- Ad placement on all print media for live events or appearances
- Ad placement on monthly newsletter
- Ad placement on daily blogs and weekly podcasting
- Complete digital promotion strategy to reach over 50 million viewers.
- Co-branding ads to utilize established travel related viewer channels. i.e. Leisure + Travel Magazine type magazines, Yahoo Travel and Expedia type travel planning sites, etc.

[Pricing Inquiry](#)

\* first option on 2008 events

\* "Co-Branding" will prominently display your logo