



**A first time, unique, on air, national
Advertising, Sponsorship & Editorial opportunity**



The Series

- ❑ The Franchise Show will air Australia-wide on the Seven Network Nationally commencing October 2, 2016
- ❑ The weekly half-hour program will focus on the positives, the pitfalls and the personalities of franchising, profiling those at the forefront of Australia's booming small business sector.
- ❑ With more franchise systems per capita in Australia than anywhere else in the world, Australia has never been more ready to embrace this program.
- ❑ The Franchise Show is a new take on more traditional business programs, tackling the misconceptions, and broadcasting the reality of operating a franchise to ensure viewers are presented with the most accurate understanding of franchising, and how to make it work in the current economic climate.
- ❑ The Franchise Show will explore a wide range of franchising industries, offer insights from a select group of industry leaders - including business advisors, psychologists, finance experts, brand specialists - as well as weekly tips and updates from one of the sector's trusted groups - the National Retail Association (NRA).



The Series

- ❑ Australia's largest multi-food retail franchisor Retail Food Group (RFG) has signed on as a partner for Season One, offering franchisee profiles with small business owners across its brands, including Donut King, Michel's Patisserie, Brumby's Bakery, Gloria Jean's Coffees, Crust Gourmet Pizza and Cafe2U.
- ❑ The show will showcase the diversity of all franchise models featured through the eyes of the franchisee, with stories told from the shop front and from personal experience.
- ❑ Franchising is a dynamic platform, which provides a supportive environment for small business owners and has had a profound positive impact on Australia's cultural and economic landscape.
- ❑ Incorporating more than 1,100 business format franchise concepts, Australia's franchising industry is renowned for its diversity.
- ❑ The Franchise Show will be supported by a fully optimised channel play website.



The Host – Effie Zahos

- ❑ Money's editor, and a regular personal finance expert on Channel 9's Today Show and A Current Affair, has over 19 years' experience in the finance industry. Starting from the ground up, as a graduate trainee for one of Australia's major banks, she moved from the corporate world to TV in 1997, kick-starting her career in journalism as head researcher for Channel Nine's successful Money Show.
- ❑ She now writes for Money magazine, specialising in consumer banking issues. Her articles have also been published in several lifestyle magazines including Smarter Business Ideas and Real Living and Qantas.
- ❑ Effie also has an array of broadcast experience, including co-hosting of the successful Money for Jam TV show. She's also a regular on radio stations across Australia with her own Word on Money segments and an author of a children's financial literacy book, The Great \$20 Adventure.



The Journalists

❑ Jasmin Forsyth - Series Producer & Senior Journalist

With over 15 years of diverse industry experience across leading roles in TV, multi-media production, PR and Communications, Jasmin brings a wealth of business knowledge and TV experience.

Accustomed to running her own business - working alongside small, large and not-for-profit organizations - Jaz's TV and media production know-how, is as equally extensive as her industry skill-set.

As a host/presenter, journalist and/or producer, Jaz has appeared on a range of Channel 10 and 9 programs, including Totally Wild, Totally Footy, News, Sport, Documentaries, Extra, Weekend Extra and other TV specials.



❑ Darrin Davies – Senior Journalist

Darrin Davies has close to two decades experience in journalism undertaking almost every role in a radio and television newsroom, from journalist to line-up producer and news editor.

After gaining two masters degrees Darrin began working in the corporate arena advising some of Australia's most successful CEO's on a range of issues from launching multi-billion dollar community developments to managing crisis incidents.

With experience on both ends of the television camera Darrin brings a unique perspective to his media and business management training packages, delivering educational events around the country and overseas.

The Franchise Industry Facts

- A new franchise business opens every eight minutes every business day.
<http://localvox.com/blog/franchise-facts/>
- There are and more than 79,000 franchise stores or establishments in Australia.
- Australia has the most franchise systems than anywhere else in the world per capita!
- A majority of franchise systems were developed in Australia, with 86 percent originating from our country.
- The top industry franchise business is fast food.
<http://www.azfranchises.com/quick-franchise-facts/>
- Family businesses account for around 70% of all businesses in Australia.
- The family business sector's average turnover is \$12 million per annum.



Broadcast

The Seven Network (5 Capital Cities) and Regional 7 affiliate network through Australia

Schedule:

Sunday October 2, 2016 at 12.00noon

Sunday's October 9,16, 23, 30, November 6 and 13, 2016 at 12.30pm

(immediately following David Koch's Business Program)

Sunday's 12.30pm from February 2017 for 13 weeks

Total People Ratings – Expected to be 200,000 for 5 Capital cities and 100,000 for Regional.



Sponsorship and Packages

13 Week Series

Major Sponsor	\$220,000
Associate Sponsor	\$186,950

Advertising Packages:

➤ Package One	\$14,500
➤ Package Two	\$25,000
➤ Package Three	\$37,000
➤ Package Four	\$48,000

All prices are plus GST



Major Sponsorship

- One only Major Sponsor - 13 week series
- 1 x 2 minute in-program segment each week
- 1 x integrated opening and closing billboard each week
- 1 x 30 seconds of commercial airtime nationally each week
- Logo association on “Effie’s Tips” – approximately 1 x 60 second tips per program
- Website - Banner Ads -Video on Display Page / Episode Pages, Banner Ad, Logos with links (home page)
- Category exclusivity
- Cost - \$230,000 + GST



Associate Sponsorship

- One only Associate Sponsor - 13 week series
- 1 x 90 second in-program segment each week
- Share Opening and Closing Billboard
- 1 x 30 seconds of commercial airtime nationally each week
- Logo association on “Franchise Hero segment ”
– approximately 1 x 90 second tips per program
- Website - Banner Ads -Video on Display Page / Episode Pages,
Banner Ad, Logos with links (home page)
- Category exclusivity
- Cost - \$195,000 + GST



Package One

- 1 x 4-minute in-program fully produced advertorial segment
- Integration on The Franchise Show website – website banner ad
- Ownership of the 4-minute segment once aired
- Client wild overlay footage used in general content
- Cost = \$16,500 + GST



Package Two

- 2 x 4-minute in-program fully produced advertorial segment
- Integration on The Franchise Show website – website banner ad
- Ownership of the 4-minute segment once aired
- Client wild overlay footage used in general content
- Cost = \$30,000 + GST



Package three

- 3 x 4-minute in-program fully produced advertorial segment
- Inclusion of voxpop answers to general franchise questions supplied by the client/ franchisors for inclusion throughout the series. A total of 90 seconds of in program content
- Integration on The Franchise Show website – website banner ad
- Ownership of the 4-minute segment once aired
- Client wild overlay footage used in general content
- Cost = \$42,000 + GST



Package Four

- 4 x 4-minute in-program fully produced advertorial segment
- Category exclusivity
- The Franchise Show would incorporate expert franchising comments with in-program editorial content from the Franchisor
- Inclusion of voxpop answers to general franchise questions supplied by the client/ franchisors for inclusion throughout the series. A total of 90 seconds of in program content
- Integration on The Franchise Show website – website banner ad
- Ownership of the 4-minute segment once aired
- Client will overlay footage used in general content.
- Cost = \$55,000 + GST



Terms and Conditions

- 20% deposit on acceptance of booking
- 40% on signing of contract (7 days from deposit)
- Balance on completion of advertorial production
- Package 2-3-4 segments will be shot in one – two back to back days
- Commercial content includes all Channel 7 Metro and Regional channels
- Client to supply location – talent – props – script assistance – logos
- Advertorial filming budgeted for SE Qld only... Travel cost additional
- TVC Spots – Data – Money Magazine Packages can be integrated
- Prices shown exclude agency commission



Contacts

Executive Producer

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