CAPTIVATE

The #1 Location-based Video Media Network

REASONS TO SMILE summer

PHOTO CONTEST

SPONSORSHIP OPPORTUNITY FOR

Bobby Aguilera • 312.283.4116 • baguilera@captivate.com

Reasons to Smile This Summer

REASONS TO SMILE summer PHOTO CONTEST

Engage with Captivate's 12+Million viewers to align your brand with contextually relevant content in this summer's Reasons to Smile photo contest. While most tune out of traditional media and watch less television during summertime, they remain engaged with Captivate **during the workday**:

- Captivate is the #1 location based video network, located in the top 25 markets
- 90% of elevator passengers are watching Captivate with only 5% viewing their phones
- 12,000 screens across 1,800 buildings in North America
- 80 Million campaign impressions against upscale, hard to reach professionals

. (Source: WSJ August 2015)

ENGAGE WITH

12+ MILLION VIEWERS

DURING THE WORKDAY!

CAPTIVATE

Program Overview

REASONS TO SMILE summer
PHOTO CONTEST

Reasons to Smile this Summer will run from Memorial Day through Labor Day, encouraging viewers to submit photo's for each month's theme.

Categories include:

- **KIDS**: Photos of your children
- **PETS**
- **Summer Fun:** Road Trips, BBQ's and family gatherings, Vacations, Beautiful Beaches

A promotional campaign will appear on-screen, encouraging viewers to email photos across select categories, for a chance to have their photo featured nationally on Captivate, and be entered to win the grand weekly prize.

Sponsors will have the opportunity to integrate their branding alongside the winning photo and all promotional units through high impact logo placement and full screen branding. Sponsors will also have the opportunity to contribute to prizing packages

Reasons to Smile In June– KIDS

REASONS TO SMILE summer PHOTO CONTEST

PAGE IN PROGRESS

Viewers will be directed to email pictures of their child/children which is sure to bring a smile to our faces

One photo will be selected and featured each week for the month of June

The winner will receive an iPad loaded with classic children's movies and the hottest children's games

Sponsor integration:

- **High impact logo placement alongside winning photo**
- **Full Screen branding to introduce or close out content**
- **Opportunity to integrate into prize package**

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