

# *THE STREETScape SHOW*

## WHAT'S HAPPENING ON YOUR STREETS



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StreetScape Magazine debuted The StreetScape Show in August 2011. The 30 minute program spotlights The Hidden Jewels of St. Charles/St. Charles County; its people, businesses and special features.

The StreetScape Show is modeled after StreetScape Magazine, the Premier Lifestyle Publication of St Charles County. The glossy, full-color publication is distributed free to the community via 450+ high-traffic sites throughout St Charles County and surrounding area quarterly.

The TV Show is a joint venture between StreetScape Magazine and Xanadu Public Relations through a strategic partnership with the city of St. Louis' public access station, STL TV. **Each episode airs 5 times a week for 4 weeks - on STL TV and the City of St Charles' cable access channel**, as well as 24/7 on YouTube, Streetscapemagazine.com, Xanadupr.com and stltv.net.

Eventually a second station will be added to the program format (KDNL-TV 30).

**The StreetScape Show is currently offering monthly sponsorship opportunities to St. Louis and St. Charles/St. Charles County businesses.**





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### The Production Team

**Cillah Hall, Executive Producer** - Cillah is the owner of Xanadu Public Relations, one of the fastest growing PR firms in the St. Louis Metro area. Prior to founding Xanadu in 2009, Cillah was a morning news producer at KSDK-Channel 5. She led a team of seasoned professionals to produce highly rated newscasts for “Today in St. Louis” with Art Holliday and Jennifer Blome. Cillah is also editor-in-chief of StreetScape Magazine. Learn more at [www.xanadupr.com](http://www.xanadupr.com).

**Tom Hannegan, Producer** - Tom is the publisher of StreetScape Magazine. The publication celebrated its 5<sup>th</sup> anniversary in April 2011. Tom’s passion to publish a positive, community – based magazine is now extending to broadcast. His intentions are to literally and figuratively put St. Charles City and County in the spotlight. Learn more at [www.streetscapemagazine.com](http://www.streetscapemagazine.com).

**Gayle Gallagher, Field Producer/Editor** – Gayle is a Producer & co-owner of Pirate Pictures, a media company dedicated to bringing experienced production to the Midwest. Trained in Los Angeles, this St Charles-based production company is creating shorts, music videos, multi-media projects and features with astonishing quality and production value. For more information: [www.piratepictures.net](http://www.piratepictures.net)



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**HOST** - Aprille Trupiano, *International Expert on Leadership – Coach, Speaker, Author*, is described by clients as being bold, completely straight, high energy, vivacious and dedicated. Aprille's contagious enthusiasm and powerful presence keep participants on the edge of their seats and leaves them wanting more!

Aprille coaches women worldwide, teaching them how to make more money and have more fun doing it! She is thrilled to bring the same vitality to the StreetScape Show. Learn more about Aprille by visiting her website, [www.aprilletrupiano.com](http://www.aprilletrupiano.com).



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**Co-Host** – As Director of Sales for StreetScape Magazine, Judy Peters knows St. Charles County businesses and organizations more than most people. Judy also has a marketing background and understands what's important to businesses as they brand themselves and seek publicity. In each episode, Judy shines the spotlight on businesses and organizations in the “It’s About Community” segment.



**CO-HOST** – Kelley Lamm also hosts the “Be Deliciously Alive Show” on Westplex Radio 100.7 FM. Kelley’s spirited personality, along with her love of St Charles County, brings a touch of fun and zest to the StreetScape Show!



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**Sponsorship opportunities are available in the following categories:**

- Presenting Sponsor (1 per episode)
- What's Cookin' In St Charles County (1 per episode)
- Business & Community Watch (1 per episode)
- Visit the Westplex (1 Per episode)
- Health and Beauty (1 Per episode)
- You Caught Our Eye (Arts & Entertainment) (1 per episode)
- Spotlight Sponsor (2 per episode)

For all sponsorship opportunities, contact StreetScape Director of Sales Judy Peters, [judy@streetscapemag.com](mailto:judy@streetscapemag.com) (636) 448 - 2074



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## WHAT'S HAPPENING ON YOUR STREETS

### PRESENTING SPONSOR

#### Presenting Sponsorship (1 per episode) receives:

- Category Exclusivity
- :10 Audio & Video Opening Billboard within program
- :10 Audio & Video Closing Billboard within program
- :05 presenting tag on program promo to air weekly on STL TV, minimum of 3x per week
  
- Featured 2 Minute Spotlight in each sponsored episode
- Sponsor's name will be mentioned with the intro of the show
- Sponsor name, logo and company information displayed on StreetScape Magazine's website and other publicity materials

\$1,250 per episode



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## WHAT'S HAPPENING ON YOUR STREETS

### WHAT'S COOKIN' IN ST CHARLES COUNTY SPONSOR

Each week, The StreetScape Magazine Show will feature a St. Charles/St. Charles County chef or restaurant, caterer or cooking school. Your business will be featured as the presenting sponsor of this unique segment.

#### Category Sponsor receives:

- Category Exclusivity
- 4-minute feature on your business
- Business logo/website/phone number displayed during feature
- :15 promotional video "teasers" on website & Facebook prior to, and during the month Show airs

**\$ 850.00 per monthly episode**



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## WHAT'S HAPPENING ON YOUR STREETS

### **YOU CAUGHT OUR EYE SPONSOR**

Each episode, The StreetScape Show will feature a St. Charles/St. Charles County art & entertainment-related act or business for the You Caught Our Eye segment. Highlight your business or group by sponsoring this feature in the show.

#### **You Caught Our Eye Sponsor receives:**

- Category Exclusivity
- 4-minute feature on your act or group
- Logo/website/phone number displayed during feature
- :15 promotional video “teasers” on website & Facebook prior to, and during the month Show airs

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### VISIT THE WESTPLEX SPONSOR

Each episode, The StreetScape Show will feature a St. Charles/St. Charles County destination for the 'Visit the Westplex' segment. This category will highlight wineries, bed and breakfasts, local attractions and more. Highlight your business or product by sponsoring this feature in the show.

#### Visit the Westplex Sponsor receives:

- Category Exclusivity
- 4-minute feature on your business or event
- Business logo/website/phone number displayed during feature
- :15 promotional video "teasers" on website & Facebook prior to, and during the month Show airs

**\$850.00 per monthly episode**



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### **BUSINESS/COMMUNITY WATCH**

Each episode, The StreetScape Show will feature a growing St. Charles city/county business or non-profit organization for the 'Westplex Business/Community Watch' segment. Highlight your business or organization by sponsoring this feature in the show.

#### **Business/Community Watch Sponsor receives:**

- Category Exclusivity
- 4-minute feature on your business
- Business logo/website/phone number displayed during feature
- :15 promotional video "teasers" on website & Facebook prior to, and during the month Show airs

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### **HEALTH & BEAUTY SPONSOR**

In each episode, The StreetScape Show will feature a growing St. Charles/ St. Charles County business that specializes in health and beauty (inside and out) for this special segment. Highlight your business or product by sponsoring this feature in the show.

#### **The Health & Beauty Sponsor receives:**

- Category Exclusivity
- 4-minute feature on your business
- Business logo/website/phone number displayed during feature
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**\$850.00 per monthly episode**



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### **SPOTLIGHT SPONSOR**

This is your opportunity to SHINE! The StreetScape Show is offering a 2 minute segment (2 spots available) in each Category within an episode to highlight your business, through a demonstration of your product or service, and/or a visit to your location.

#### **Spotlight Sponsors receive:**

- 2-minute feature within program
- Can be Spotlight Sponsor for as many consecutive episodes as desired (ability to revise 2-minute feature each episode)

**\$650 per monthly episode** (discounts available for multiple episodes)



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STL TV provides 24-hour programming on Charter Cable (Ch 992), U-verse (Ch 99) and via the web. They currently produce 17 regular series programs.

### Reach in the Metro Area:

- U-verse: 150,000 households
- Charter: 510,000 households

### Gender/Age:

- Men: **42%**
- Women: **58%**
- Ages: **35-55 bracket**

STLTV 4971 Oakland, St. Louis, MO 63110 (314) 552-2900 [www.stltv.net](http://www.stltv.net)



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