

# Cindy Uncorked!



**Sponsorship  
Opportunities**

# Cindy Uncorked

*Hosted by Cindy Ashton*

30 minute weekly show

Women's Broadcast Television Network (WBTV)

350 000+ viewers

Debating October 4<sup>th</sup>, 2016, 9 pm Eastern

Plus streamed online...

- ✓ Apple TV
- ✓ Direct TV Sling
- ✓ Comcast
- ✓ ROKU
- ✓ And more...

*"Tackling important women's issues from a fresh perspective. Cindy has the heart of Oprah, humor of Ellen and spark of Liza Minelli"*



## About WBTVN

All WBTVN programming is Live, Streamed and On-demand. Our programming is free to visitors so our Partners get the maximum exposure and we even give viewers the opportunity to watch archives, where once again your company's branding can be seen. Each channel on WBTVN gets a branded channel and we market you through our partnerships and hosts, ROKU is just one of the mediums we use to broadcast WBTVN with your brand.

The Women's Broadcast Television Network (WBTVN) is the exclusive ALL WOMEN'S CHANNEL (OTT). We are an Over the Top cable company and we integrate through our APP with networks like AppleTV, Sling, Roku, Dish and many others. The WBTVN platform takes it one step further than other networks, we added live stream, on demand, social sharing and private channels for our hosts to maximize your exposure.



**Women make the decision  
in the purchases of:**

- ✓ 94% of home furnishings
  - ✓ 92% of vacations
  - ✓ 91% of homes
- ✓ 60% of automobiles
- ✓ 51% of consumer electronics...

Source: Harvard Business Review



## Viewership Demographics



- ✓ Educated, professional women ages 35-55
- ✓ Health, wellness and personal growth are important to them
- ✓ Sustainability, the environment and quality matter
- ✓ They tend to be more daring, courageous and willing to step outside the box
- ✓ They are worldly, adventurous and have a spark to them
- ✓ Big hearted and wants to leave the world a better place

# Sponsorship Opportunity

## Wine Sponsor: \$6000 US for fall season (October to December)

- ✓ Featured wine to get uncorked with in the opening segment: Cindy will show the wine of the week on camera while talking about the flavour and what is coming up on that episode. Airing weekly from October 4<sup>th</sup> to December 13<sup>th</sup>, 2016 + reruns to the end of the year.
- ✓ Rotating Logo on my Channel Home Page on WBTVN from October to December 2016.
- ✓ Ongoing social media with featured wine of the week with calls to action to your website.
- ✓ Your brand seen on WBTVN (350 000 US viewers) Streamed online globally to a potential of millions on Apple TV, Direct TV Sling, ROKU, Comcast and more.
- ✓ Leverage promotion from both Cindy's and WBTVN's databases.
- ✓ Featured in one 'adventure segment' where we do wine making or tasting.
  - ✓ Opening segments shot at your winery to give you added exposure.



NOTE: additional charge for travel if your winery is more than 2 hours driving from NYC.

## Benefits To Your Brand

- ✓ Access to digital copies of each segment to use for your own promotional purposes.
- ✓ Generate new leads to your website and product / services.
- ✓ Build new fans on various social media as well as strength your relationship with current buyers and brand advocates.
- ✓ Boost conversion rates and repeat sales with increased brand awareness.
- ✓ A return on investment which allows you to investment more funds into your core business.
- ✓ Your company recognized as supporter of women.



## More about the Show: Segments and Topics

Every segment is meant to spark deeper conversations about important issues while gently challenging the viewer to stretch past her comfort zone so she can step into her most fulfilled self.

**HOT TOPIC OF THE WEEK:** Interview with an expert who offers a controversial or fresh perspective on a hot topic. Subjects include health, money, world issues, relationships and personal growth.

**“GET UNCORKED” ... LIVE FROM THE STEET:** We interview people live on the streets (various cities) where they share their thoughts on the topic of the week.

**INFLUENCE UNCORKED:** Live from a unique location, Cindy shares a strategy on how to show up powerfully in your life and how to navigate work and home relationships.

**UNCORKED ADVENTURES:** Living with courage requires us to get uncomfortable and try something new. In each episode, Cindy and some lucky viewers will embark on an adventure... from skydiving to African dancing to flying on a trapeze and more.

*And of course song  
and comedy are  
woven throughout*



## Who is Cindy Ashton?



- ✓ Awards from President Obama & Queen of England for life time of volunteerism.
- ✓ Singer / Entertainer as seen singing opera with Downsview Symphony, “Miss Hannigan” in Annie and sharing stages with Bruce Reynolds (ABC’s “On the Red Carpet” and Emmy winner Monica Piper (Mad about you).
- ✓ Professional Speaker. Has shared stages with Robert Herjavec (Shark Tank), Bob Proctor, Lisa Nichols (Movie, The Secret).
- ✓ Former educational consultant, published in Canada.
- ✓ Corporate Strategist / Coach – expert in body language, speaking voice, influence, leadership presence.
- ✓ Born with a 20% chance of living, heart failure and structural damage, Cindy has undergone multiple heart surgeries and has lived with chronic illness her whole life. Despite it all, she has gone on to achieve all the above and is recognized by the US Government to be within the top 10% in her field. Now she’s showing her audiences how to be their best on Cindy Uncorked!

*As seen on...*

**InvestmentNews**

**metro**

**Inc.**

**The Times-Tribune**

*Lock in early to receive*

*Lock in early to receive  
launch pricing and enjoy  
promotion all summer  
leading up to the show  
premiere!*

*Call 888 443 5102 ext 2  
or email us at*

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