

# Tourism Marketing

(Hampton Roads Focus)



JUSTICE  
PICTURES



MEDIA ONE  
ENTERTAINMENT



# Real Life with Duke White Coverage Information

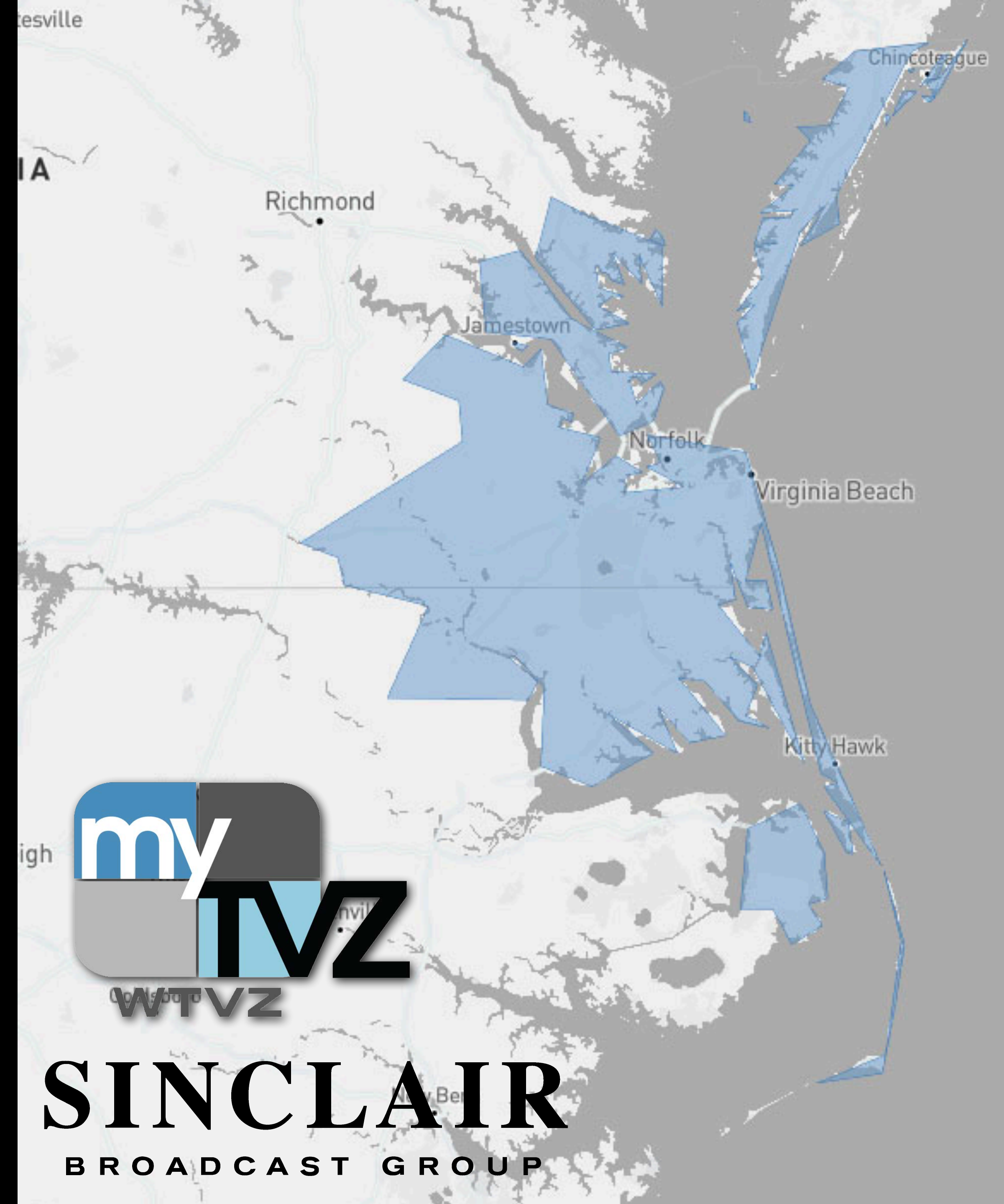
The weekly show, three seasons running, has a vast audience in the region with a dedicated base.

On his show Duke White Jr. has interviewed many from all walks of life including; artists, business owners, athletes, entertainers, CEO's, and controversial people, with honesty and integrity to find out how they've produced success as well how they overcame challenges.

Episodes are aired on the Sinclair Broadcasting MYTVZ network. They are also posted in-perpetuity to various social media channels that Media One Entertainment Group controls, such as YouTube and Facebook.

*Campaign Geo Audience 1,937,558*

*WTVZ T33 reaches a cumulative audience of 236,000 viewers each week*



**SINCLAIR**  
BROADCAST GROUP



# Presenting Sponsor

Justice Pictures and Media One Entertainment are offering Hampton Roads area businesses the opportunity to be the headline sponsor of "Real Life with Duke White" for \$1,000 per show. After a brief introduction, and the show logo, an announcer would say, "Real Life with Duke White is brought to you by..." mentioning the name of your business and then spend the next 15-20 seconds talking about your company. This would be approved voice over text by you. Visually this would include photos and/or video provided by you for coverage. Each show will be posted to the "Real Life with Duke White" YouTube channel and remain there in-perpetuity.

**OPTIONAL COMMERCIALS:** As a business you may want additional coverage in the show. We propose a cost effective solution, a 30 or 60 second commercial that airs once. If you do not have a commercial one will be produced for your business using provided pictures and video as well as the copy for the voice over talent. The commercial will include music if you desire.

The pricing for this is \$750 for the 30 second, and \$1,250 for the 60 second. Volume pricing may be negotiated for multiple airings of the commercial.







# Vacay in VA Episodes

In May 2023, up to 4 shows will be dedicated to helping vacationers choose Virginia Beach to spend their hard earned vacation dollars on businesses there. Each show will feature two Hampton Roads businesses with at least 10 minutes of coverage on those business. It may include an interview with the owner, customers, the chef, feature the location and the features it offers. As only two businesses would be covered in each show there are only 10 slots which are expected to fill quickly.

A Field Producer would work with the businesses to coordinate a half-day shoot at their location. This would include interview capture, facility shots, as well as help write copy for the segment. Businesses will be provide a copy of the video they can include on their websites for their social media marketing. The price is \$10,000 per business.



# Promo Videos

Justice Pictures and Media One are offering a special to all businesses in Hampton Roads, the production of a longer 2+ minute promotional video that includes a half-day of shooting on site, scripting, editing, music and voice over (if needed). This is more involved than the other videos. The resulting product will be provided in various formats, including the 'taller' screen format for Instagram or Facebook. Additionally, each business will have their video aired once on the show, a \$2,000 value.

Normally priced at \$5,000 we are now offering a 25% discount (\$1,250), as well as offering up to \$250 in-trade if the business desires, bringing the cost down to \$3,500. Click [HERE](#) to see how Justice Pictures takes pride in working with clients.





# SHAWN JUSTICE

President of Justice Pictures, Shawn is an industry veteran of over 33 years having produced film, television and documentary projects, as well as hundreds of videos for corporations, small businesses and organizations. Shawn's work has appeared on Netflix, Amazon Prime, National Geographic Television, The Outdoor Channel and The Food Network.







## **DUKE WHITE, JR.**

Duke has been an inspirational radio personality for decades and his REAL LIFE WITH DUKE WHITE television show has been popular in the area. In addition, Duke has used his COMING SOON JESUS clothing line to sponsor and contribute to the careers of many artists and make an impactful contribution to the community.

With his company, Media One Entertainment Group, Duke has been able to conduct hundreds of celebrity interviews and human-interest stories. He has created and organized several events and concerts across the country. With his extensive experience, Duke is developing a strong relationship and several new projects with Justice Pictures.



JUSTICE

PICTURES



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ENTERTAINMENT

## Contacts:

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**CREDITS:** This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik