



THE ERIN SIMPSON SHOW - SPONSORSHIP OPPORTUNITIES

They're watching our show...

THE *Erin Simpson* SHOW has grown its audience to an average of up to 140,000 viewers a week - primarily in the target 6-16yr age group. It consistently wins its time slot against rival channels with over 40% viewership. This season the USA specials rated at an unprecedented 52% share. The current demographic is around 60% female but production is actively aiming for and growing the male audience. An unexpected but welcome trend is its seepage into the non-target demographic of 20s and 30s demographic.

Put your brand in front of our viewers

THE *Erin Simpson* SHOW is primarily funded by New Zealand on Air, but it's also supported by co-partners who assist with developing high value content strands such as:



'The Maggi Intermediate School Kitchen Showdown'

A national schools promotion which runs across two terms, aiming to encourage pupils into the kitchen to cook healthy family meals. The Erin Simpson Show helps drive the national competition and tracks up to 30 school teams through the regionals and semi finals, culminating in an exciting 4 team cook off live in the studio.



'Libra chat'

A 7 part chat series hosted and run by Erin Simpson with a panel of contributors including pop star Jay Williams, Attitude teen mentor Jeremy, and Oscar nominated actress Keisha Castle Hughes. Each week the panel tackled a different teen issue with a mixture of shared experiences and good, solid advice.

This series' audience appeal was recognised with the Best Use of Television award at the CAAN Media Awards.



'Suzuki Learn to Drive'

A six part series that took viewers through the A to B of driving from getting a license, tips on studying and sitting the test and what to look for in a first car.

Opportunities also exist to support the show with products onscreen:

Panasonic

Studio hardware and prizes

Panasonic supports The Erin Simpson Show onscreen with hardware such as plasma screen televisions and camera prize product to complement the hi-tech requirements of the broadcast.

Electrolux

Kitchen equipment

Electrolux supports The Erin Simpson Show with modern onscreen appliances which make up the working on set kitchen.

If you're interested in discussing sponsorship opportunities on The Erin Simpson Show, please contact:

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