



Steve Greenberg Innovation Insider

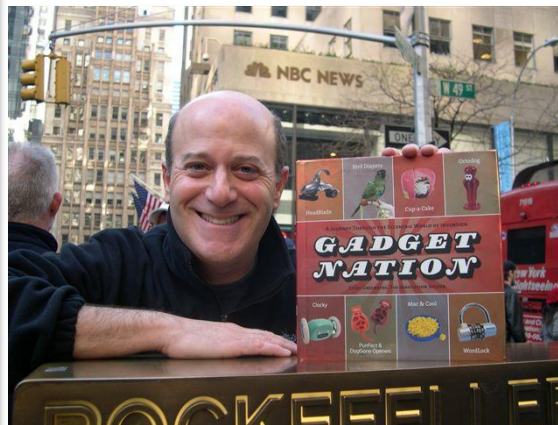
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Background




Steve Greenberg is a recognized technology expert, TV personality and product scout. He is in the process of developing a series of segments for syndication on TV newscasts across the country and is looking for an editorially appropriate sponsor. More information on Steve Greenberg can be found at www.SteveGreenberg.tv



Experience & Reach



 [/SteveTV](#)
1700+ likes

 [@stevetv](#)
4300+ followers

 [/in/stevetv](#)

Steve's Website:
stevegreenberg.tv

Demo Reel:
http://stevegreenberg.tv/Demo_Reel.html



Host of monthly
tech & gadget
segment

2MM daily
viewers

<http://www.today.com>



Regular health
tech
appearances

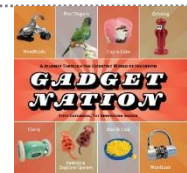
<http://www.doctoroz.com>



Co-host and co-
creator

1MM
viewers

<http://www.foodnetwork.com/shows/invention-hunters.html>



Author

100K+
copies sold

<http://www.gadgetnation.net/index.htm>

National morning
news tour across
top markets

Host of monthly
tech & gadget
segment

1MM daily
viewers

Project Brief



Concept

- *What's Wow Now*, a series of nationally syndicated technology/innovation television segments that will be seen in newscasts around the country
- Produced and hosted by Steve Greenberg
- Similar concept and reach potential as “Mr. Food”

Format

- Editorially-driven segments showcasing 2-3 new products in each segment
- Brief (approx. 90 seconds) segments 2x/week
- Sponsored by a corporation with a link to innovation and entrepreneurship BUT is not actively selling products that would be featured in these segments

Reach

- Initial reach of approx. 75 television markets; potential for expansion



Sponsorship Opportunities



Sponsor's Brand Placement Opportunities

- Visual placement opportunities
 - Sponsor's logo/name in opening graphics
 - Name featured in corresponding promo language
- Verbal placement
 - Animated segment opening will include sponsor's name/logo before every segment (e.g. "Welcome to *What's Wow Now* powered by [Sponsor name]!")



Sponsorship Benefits

- Sponsor's brand is linked to innovation
- Opportunities for viewer engagement
 - Web engagement — associated segment site hosted by or prominently featuring sponsor and company information; links back to company website
 - Digital rights to segments — so segments can be used as content for sponsor's website, social and editorial platforms, email marketing, etc.
 - Segments can be put on web with sponsor's ad running before each segment
- Access to Steve Greenberg for possible promotion and/or trade shows

Contact



Questions?

Contact Steve at InnovationInsider@gmail.com or by phone at 305-778-6787