

Bay Area LIFE

Looking for some Bay Area fun! You've come to the right place. This weekly half-hour ABC7 program, hosted by Lizzie Bermudez, takes you around the Bay Area to celebrate and share what makes this beautiful place we live in so fabulous. In each show, we'll explore your neighborhoods for the latest finds in food, fitness, entertainment, décor, fashion, culture, technology, and travel. Plus, you'll have a chance to connect with the show and tell us how you love to play around the Bay. Explore your Bay Area with ABC7!

A few sample franchises:

Foodie Call – You know why we're going to have so much fun on this show? Because we're going to eat! This segment takes us behind the scenes of popular or off-the-beaten-path restaurants, farmer's markets, and culinary adventures. Chefs will share favorite recipes you can make at home; learn about food trends; get tips on creative entertaining ideas; and tap into the knowledge of the Bay Area's greatest culinary talents.

Get Outta Town! – This segment will highlight beautiful places and exciting adventures designed to help you have fun and Get Outta Town! Whether it be the wine country's latest romantic escapes, backpacking journeys in the Sierra, or hidden beaches off the coast, there is plenty of Bay Area terrain to explore.

StoryWorthy – We know there are amazing people and companies making a difference where you live. And we want to meet them! Each week we'll explore where you live and highlight those exceptional businesses and the things they do in our Bay Area neighborhoods.



BAY AREA LIFE

abc 7

SUNDAY 6:30PM

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Method

- Bay Area LIFE is about bringing attention, awareness, and information to ABC7's viewers about local Bay Area organizations.
- The platform is designed to promote locations, attractions, events, businesses, and all the things that make this business an integral part of the Bay Area.
- Provide input on what to cover and segment can include interviews with Promotional Partners spokespersons/representatives.

TV Sponsorship

- Our 5 minute segment will highlight the essence of your objectives for air on Bay Area LIFE.
- The segment will repeat on the following Saturday, after the initial Sunday airing.
- The segment and raw footage will be provided for your use in any additional marketing opportunities.
- **Single Segment costs: \$5,000.**
- **Segment airs minimum 1x Sunday 6:30-7p, then repeats 1x the following Saturday 4:30-5p.**
- **All Production feeds included.**
- **Segment will live at [abc7news.com/Bay Area LIFE](http://abc7news.com/BayAreaLIFE).**

Additional Opportunities

- Tune-In campaign (Broadcast & Digital) leading up to show airing.
- Brand Commercial avails within featured program.
- Convergent Sweepstakes to run within program and social media platforms.

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