

# FUSE MEDIA

2024 CONTENT AND  
PARTNERSHIP OPPORTUNITIES

# FUSE ORIGINAL SERIES



Big Freedia is back on Fuse, bigger than ever! In control of her life and brand, her HUSTLE is off the charts. Still shaking up the dance floor, now she's shaking up the business world. Girl, down! Cheer on the hardest twerkin' diva in the business.



Artists and celebs share a home-cooked meal with their family and friends, and you're invited to share the love and feed the soul. We reveal intimate, genuine moments where food is our bond, and our hosts can let down their guard. Previous guests include Mario Lopez, Becky G., Rick Ross, Ally Brooke, and more.



Weezy explores the innovative ways entrepreneurs are building sex positive empires. AI innovations, Real Dolls and toys, content creators, legal brothels and more. When we talk about sexual health, we mean business. And these businesses are booming.

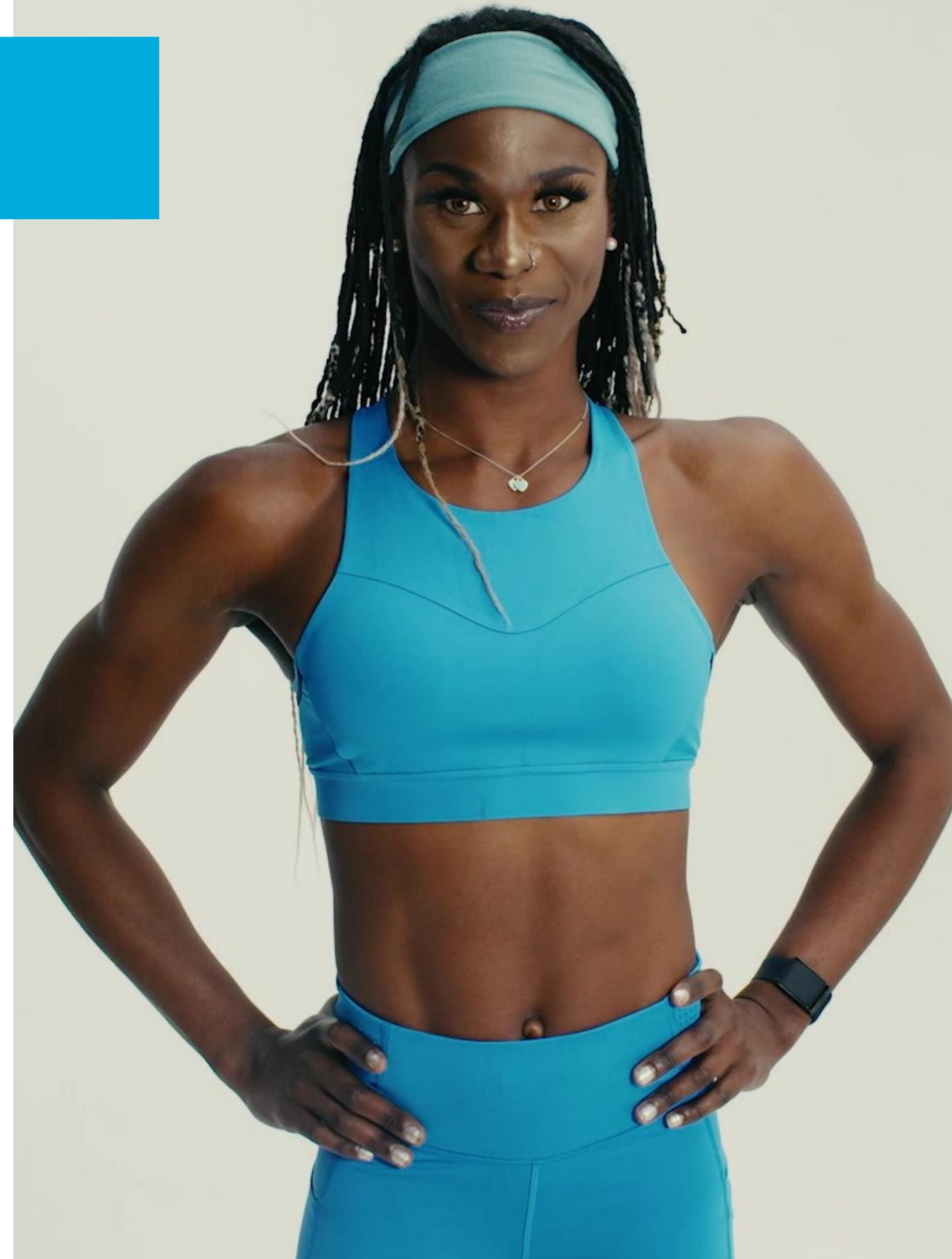


Dive in deep with icons like Olympic medalist April Ross, WNBA player Angel McCoughtry, pro skater Jenn Soto and more, as they share their perspective on the issues they face on and off the field. Mental health, social stigmas, body image, reproductive issues, gender and race inequality, it's all fair game.

# ORIGINAL FUSE SERIES SPONSORSHIP OPPORTUNITIES

Fuse Media and **YOUR BRAND** can join forces on a partnership surrounding our new and returning series. The possibilities are endless and may include the following:

- + We can incorporate brand products or thematic into the content.
- + Work with series talent as influencers for your brand initiatives.
- + Social media driven Q&A themed around sponsor products or messaging.
- + Can be customized for a variety of partners and brands



# DESTINATION PROGRAMMING PROGRAMMING BLOCKS

We all have those sit back, relax and binge-watch kind of days. With everyone running at full speed ahead, it's nice to take a break, relax and remember the fan favorites that always held a special place in our lives.

Join Fuse Media as we create special programming blocks that highlight these retro-days we all remember fondly.

Programming blocks can include:

- + Cult classics like *Buffy the Vampire Slayer*
- + Holiday preparations featuring talent in episodes of *Made from Scratch*
- + Movies, acquisitions or Fuse series (past and present)
- + Female empowerment series such as *Like A Girl*



# DESTINATION PROGRAMMING SPONSOR OPPORTUNITIES

To amplify our support of various brands, Fuse Media can create flexible, stunted programming blocks that celebrate a range of topics important to our multicultural audience.

- + Fuse will create tagged tune-in promos and bumpers that align brands with the content leading up to each programming block.
- + To give brands a year-long presence, the stunts can air quarterly.
- + Stunts can anchor branded ad products.
- + Works very well across Fuse linear, Fast channels and FM.
- + Categories include: fashion, food, technology, banking, etc.



# SHORT FORM CONTENT



## MIND MASSAGE

Your favorite rappers, singers, actors and more give ASMR a try. All the tingles just for you!



## LIE DETECTOR

Fuse Media has the most honest conversation with today's relevant voices in music by hooking them up to a polygraph.

# SHORT FORM CONTENT SPONSOR OPPORTUNITIES

This unique custom series of Mind Massage or Lie Detector episodes feature prompts that incorporate **YOUR BRAND**.

Details:

- + Category exclusive sponsorship of Mind Massage or Lie Detector across all platforms
- + Custom integration of **YOUR BRAND'S** product within the series (2x episodes)
- + The episodes will be fully distributed across Fuse Media
- + High-profile on-air and digital promotional elements



# **SOCIAL IMPACT OPPORTUNITIES**

# FUSE MEDIA DOCS AND FILMS SPONSOR OPPORTUNITIES



## FUSE DOCS

Fuse Media's award-winning documentaries highlight important issues, taking a stand on a range of topics including equality, self-expression and unity.



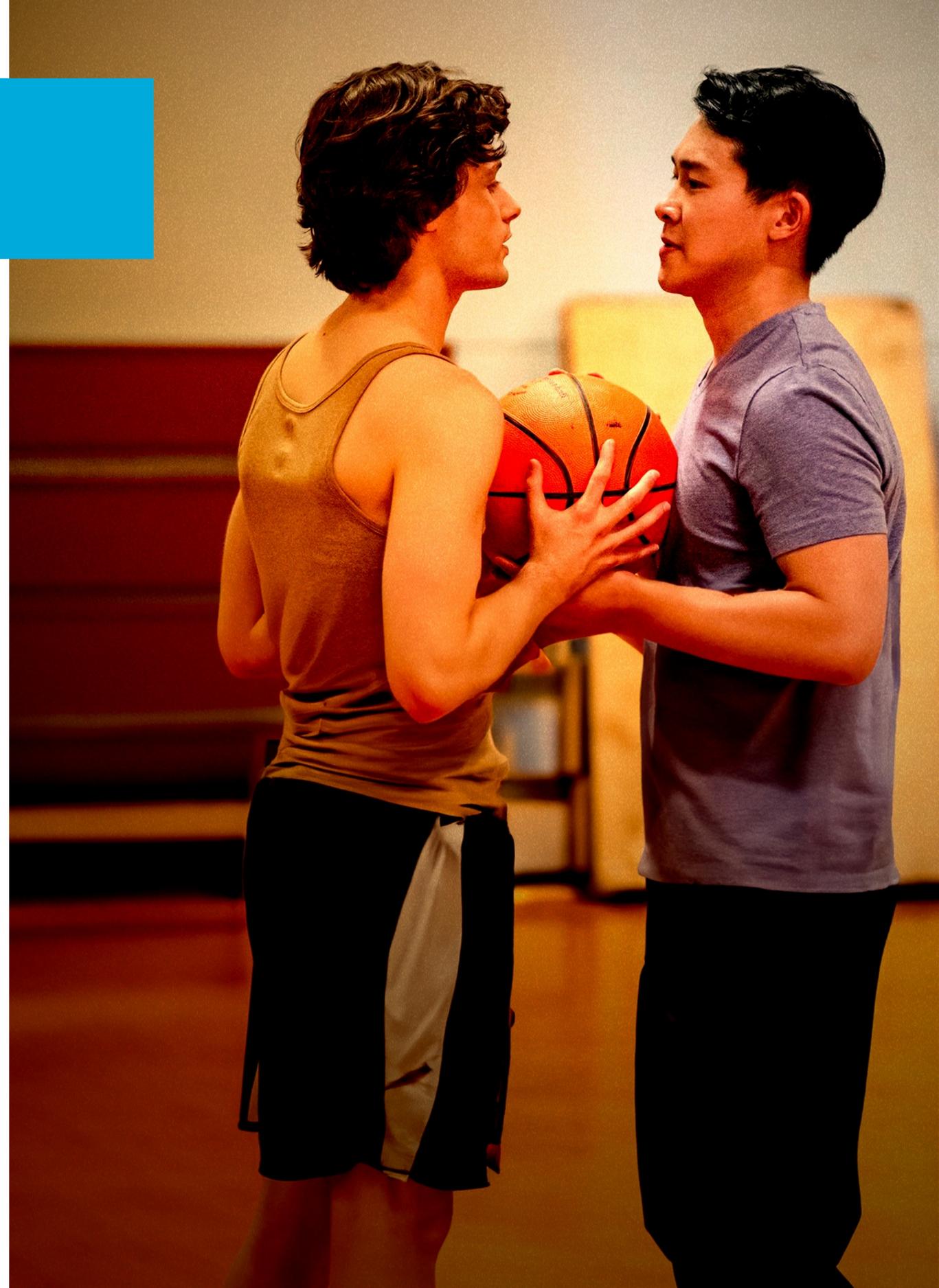
## FUSE FILMS

Our award-winning films give rise to underrepresented voices in the art of narrative film.

# FUSE MEDIA DOCS AND FILMS SPONSOR OPPORTUNITIES

As a category exclusive sponsor of our DOCS and FILMS franchise, **YOUR BRAND** may receive the following:

- + Multiple executions throughout the year.
- + Linear, digital and social promotions leading up to, and during, the premiere of each doc/film.
- + Exclusive extended versions of the trailers to run across linear, digital, OTT and social channels.



# SOCIAL IMPACT INITIATIVES



Celebrates people currently using their voices to make a positive, lasting impact on the world.

**BE CHANGE**

Encourages our audience to drive positive change.



Recognizes different cultural identities and moments through holidays year-round.



Identifies and supports minority-owned and independent businesses and communities. In 2023, we are launching a partnership with Pharrell's Black Ambition Foundation.

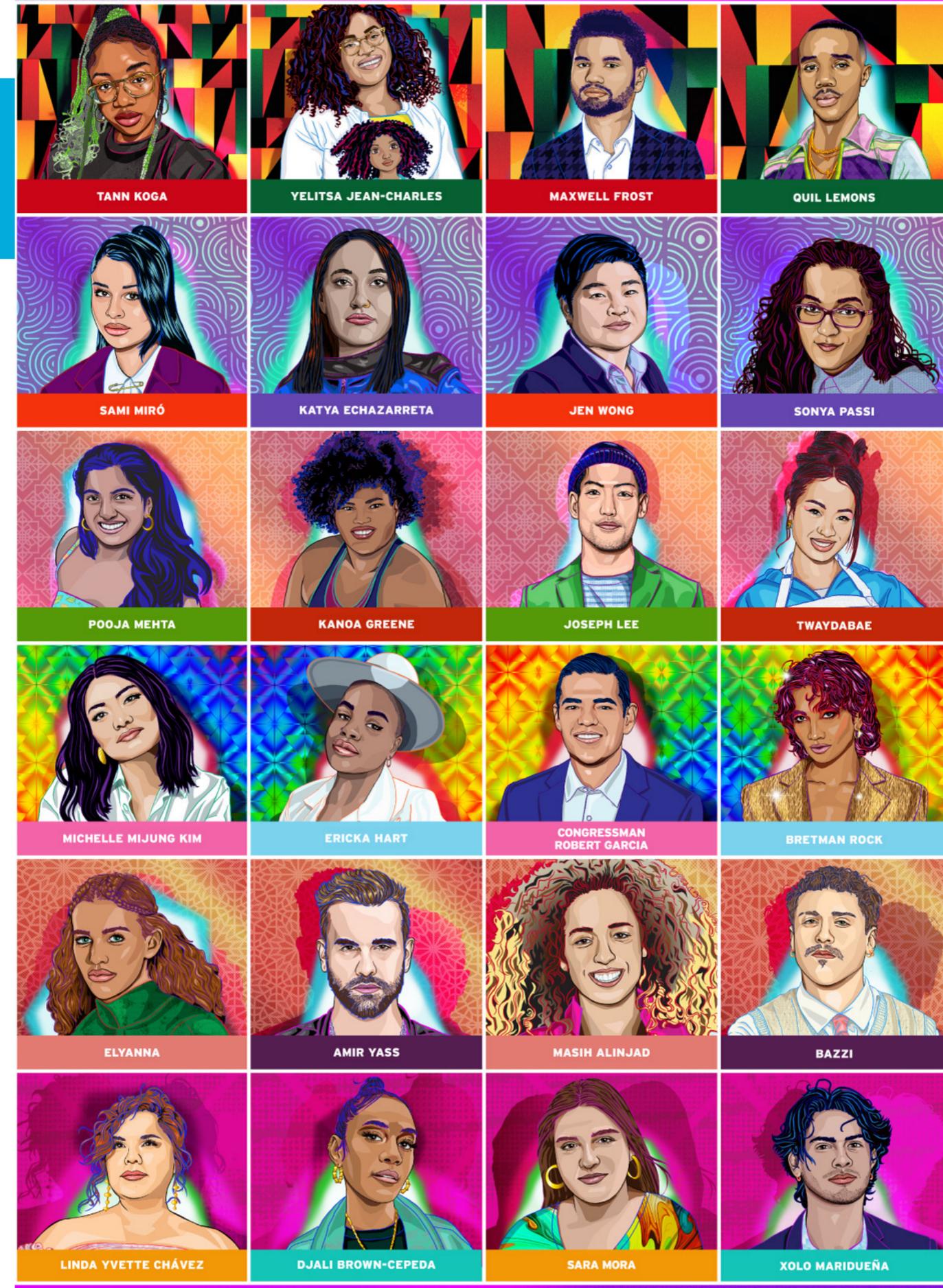
# FUTURE HISTORY SPONSOR OPPORTUNITIES

+ As a part of each 'Future History' month, Fuse Media honors people who are making a difference today for a better tomorrow through:

- Graphic interstitials on linear, social and OTT
- Multiplatform promotion
- Alignment with social content throughout each Future History month

+ Monthly/quarterly/year-long opportunities.

+ Scalable social and consumer marketing extensions.



# BE CHANGE SPONSOR OPPORTUNITIES

- + Be Change is a multiplatform initiative that prompts action and promotes visibility of key issues that are of critical importance to our audience.
- + Custom interstitials can live across linear, FAST and social channels -- beyond our programming stunts around topics such as:
  - **Environmental Justice:** how driving electric vehicles helps the environment
  - **Sustainability:** makeup brands turning to become low-waste/zero waste
  - **Mental Health:** steps to improve your mental/emotional health (meditating, journaling, volunteering, etc.)



# BUY SMALL SPONSOR OPPORTUNITIES

Through our Buy Small initiative, Fuse Media will amplify an awareness campaign that not only celebrates the small businesses featured, but **YOUR BRAND'S** commitment to Buy Small via:

- + A :15-:30 vignette that promotes **YOUR BRAND'S** alignment with the Buy Small initiative and drives to our social channels for more information.
- + A custom bumper that alerts our audience that **YOUR BRAND** has donated commercial inventory during a Fuse original series that features small businesses.
- + Lower thirds during programming featuring small/independent owned businesses that include **YOUR BRAND'S** graphic logo.



**FUSE**  
**TALENT NETWORK**

# FUSE TALENT NETWORK

The Fuse Talent Network expands upon Fuse Media's long tradition of working with the best talent across underrepresented voices in media (including Big Freedia, Weezy, T-Pain, and more) and innovating authentic ways to reach our diverse audience.

Work with us to extend your message across not just Fuse Media owned and operated outlets, but also those of our talent partners, reaching new heights of cultural relevance and authenticity.



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# FUSE TALENT NETWORK WAYS TO WORK TOGETHER

Fuse Media will collab with your brand to create a unique space across our landscape through different verticals.



- + Responding to brand's RFP parameters and goals
- + Working with influencers and creating content that delivers best results for brand campaigns



- + Align with and/or integrate into established Talent Network with influencer-created franchises (planned/upcoming web series, podcasts, etc.)



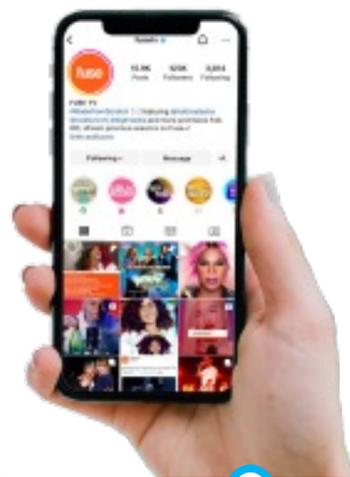
- + Amplify existing Fuse Media franchises (Future History, All In) alongside Talent Network
- + Fuse Media-created branded content featuring Talent Network

# FUSE TALENT NETWORK ACROSS THE ECOSYSTEM

Content will live across the Talent Network ecosystem – your brand’s social networks, Fuse Media platforms, and the influencers’ channels, reaching a consumer base ready to engage with this content.



+ Content will live on **YOUR BRAND'S** social channels



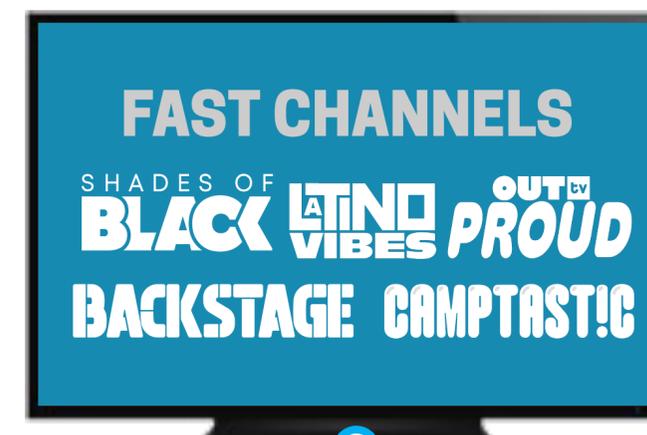
+ Fuse Media social channels will amplify content

+ Original branded content will also live on Talent Network social channels to engage with their fans



+ Extended cutdowns of content to live on linear and FAST portfolio (in commercial time)

+ Linear and/or FAST-specific pieces of content to compliment social initiatives



# **CLIENT-LED BRANDED CONTENT**

# BRANDED CONTENT THOUGHTSTARTERS

Fuse Media will work with **YOUR BRAND** to plan and execute custom, short form content that will authentically drive a consumer connection while highlighting specific products and messaging. Your Brand will be featured as the hero/tip within each content piece.

Some thought starter concepts include:



## FUELED BY

- + “Fueled By” co-branded creative will give viewers ways to fuel their own happiness and reach their full potential, thanks to Your Brand.
- + From authentic connections with friends and family, to music and positivity, these vignettes will serve as inspiration to always “fuel” your thirst for a better, happier life.



## FEAR OF MISSING OUT

- + FOMO interrupts our programming to bring viewers an animated look at an upcoming premiere.
- + Using additional footage, or BTS content, we will create a custom content piece that leads directly into a movie trailer, getting our audience amped for the upcoming film!



## ON OUR RADAR

- + Get a look at the latest products, dining or entertainment and all things “on our radar.”
- + Can also highlight particular brand initiatives that make a difference.
- + Brand/product will be featured as hero/tip.



## SELF CARE TIPS

- + Show easy ways to partake in self care no matter where our audience is.
- + May include meditation techniques, creating a healthy sleep routine, and staying positive.
- + Brand product will be featured as hero/tip.

**INNOVATIVE  
AD PRODUCT  
SOLUTIONS**

# FUTURE-FORWARD AD PRODUCTS

INNOVATIVE PRODUCTS, IN-SHOW SOLUTIONS, AND TURNKEY GRAPHICS  
SPONSORSHIP

- + FOMO
- + What's Fresh
- + Lower-third and  $\frac{3}{4}$  Graphic Overlays
- + Podbuster Trivia
- + Pre-Roll & Mid-Roll Bumpers
- + Custom animated spots+ more



# WHAT'S FRESH

## PREMIUM AD PLACEMENT VIA POD TAKEOVERS

- + Our newest Fuse Media franchise created with **YOUR BRAND** in mind.
- + The latest and greatest in advertiser offerings highlighting a product launch, sale or specific day/date.
- + Inclusive of graphic overlays, animated program interruptions and bumpers alerting the viewer about “What’s Fresh.”
- + “What’s Fresh” in premieres, sales, product launches.. Fuse Media has got you covered.
- + Two (2) minute pod takeover will lead directly out of show with :60 custom piece bookended by :60 brand creative (or bookend 2 x :30’s).
- + Can run across linear and select OTT channels.

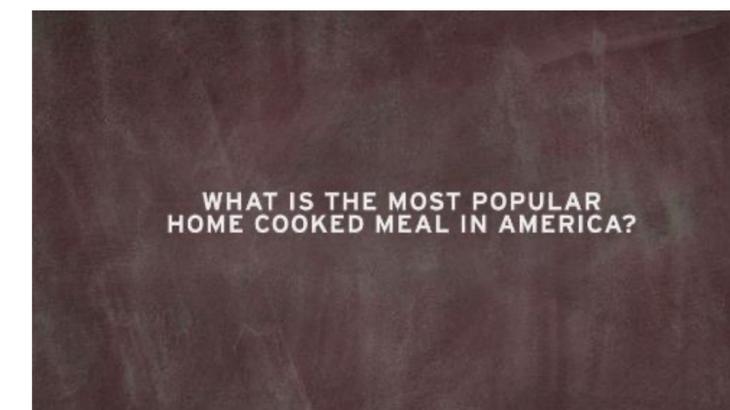
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# PROMOTIONAL TRIVIA

## FUSE MEDIA STUNTS AND PROGRAMMING BLOCKS TO ANCHOR PROMOTIONAL TRIVIA

- + We'll get our viewers in-the-know on the latest release with fun trivia and bumpers.
- + Anchored within an original series or programming block, a question will be tossed to the viewer leading into commercial break. Let's take Hulu as an example:
  - What popular Lizzy McGuire actress will now star in Hulu's new series, How I Met Your Father?
- + The answer will be followed by a sneak peek of the show, encouraging our viewers to check out the Hulu premiere.
- + Can work for partners in most shows. An example for Made From Scratch is provided.

## TRIVIA OPEN



## TRIVIA CLOSE



# BRANDED TIPS

## INTEGRATED PREMIUM ON-AIR GRAPHIC TIPS

- + Uniquely designed and animated with **YOUR BRAND** in mind. Featuring tips on brand's promotional product while tying in Fuse programming.
- + Messaging will seamlessly air within show content – all in premium programming time (on linear).
- + Viewer watching programming will see a lower third on the bottom of their screen.
  - Tips incorporating sponsor product or theme will scroll through.
  - For example: How to enjoy your coffee experience for a coffee brand or how the beans are harvested. Sponsor tagline will pop up along with sponsor logo (:10-:15 seconds)



IT'S AN EAT WAVE!  
GET YOUR GRILL ON, WITH KINGSFORD.  
HERE'S A TIP...

fuse



MAKING KEBOBS ON THE GRILL?  
SOAK WOODEN/BAMBOO SKEWERS IN  
WATER FIRST SO THEY DON'T CATCH FIRE.

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# “PRESENTED BY” PREMIUM ON-AIR GRAPHICS

## INTEGRATED LOWER THIRDS/GRAPHIC OVERLAYS

- + Fuse offers select partners, premium on-air graphics, where **YOUR BRAND** will be organically woven into Fuse content via a graphic lower third with logo integration.
- + Messaging will seamlessly air within show content.
- + Fuse viewer watching programming will see a lower third on the bottom of their screen.
- + Sponsor tagline will pop up along with sponsor logo (:10 second graphic with sponsor logo up for :05 seconds).
- + Integration is happening all in premium programming time (on linear).

# SVOD/AVOD BUMPER VIDEO ADS

## PRE-ROLL & MID-ROLL BUMPERS

- + Using bumper video ads, **YOUR BRAND** can engage potential customers with video content prior to, and during, engagement with Fuse Media content.
- + Pre-Roll Bumper: A short pre-roll video ad (length?) that runs before main video content.
- + Mid-Roll Bumper: Serves in the middle of content as part of ad breaks leading directly back into content.
- + Great opportunity for FAST Channels and Fuse +

## PRE-ROLL BUMPER WITH SPONSOR AD



## MID-ROLL BUMPER WITH SPONSOR LOGO



# OFF-CHANNEL CONSUMER MARKETING

## PARTNER AMPLIFICATION VIA ROBUST FUSE CONSUMER PROMOTION

- + Fuse Media will extend additional promotion capabilities to our partners with inclusion in Fuse Media consumer advertising campaigns through affiliate partnerships.
- + These additional placements will include partner branding across a robust slate of media.
- + The campaigns can also be geotargeted to reach desired markets.



# **FAST CHANNEL OPPORTUNITIES**

# STREAMING CHANNELS



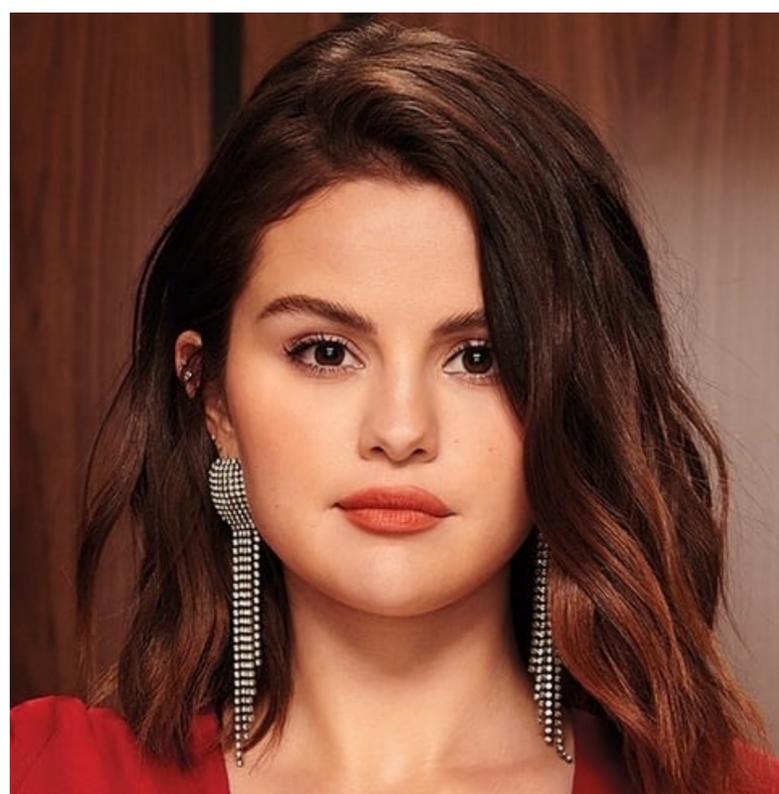
## CELEBRATE BLACK CULTURE

- + Top-tier talent and content
- + Captivating, diverse stories



## HEART + SOUL OF LATINO CULTURE

- + Latino people and identity take center stage
- + High-caliber stars and stories



## ALL THE ADRENALINE YOU CAN HANDLE

- + Fire up your rebel spirit with raw action
- + Fearless fun and pure mayhem



## THESE ARE OUR STORIES

- + Enjoy the drama and the comfort of telenovelas all over again
- + The stories that bring us together



# STREAMING CHANNELS



## SUPER-SERVING LGBTQ+ FAN-FAVORITES

- + Caters to the needs and interests of the LGBTQ+ community and allies
- + Rising stars and top talent



## BACKSTAGE

### YOUR ALL-ACCESS PASS

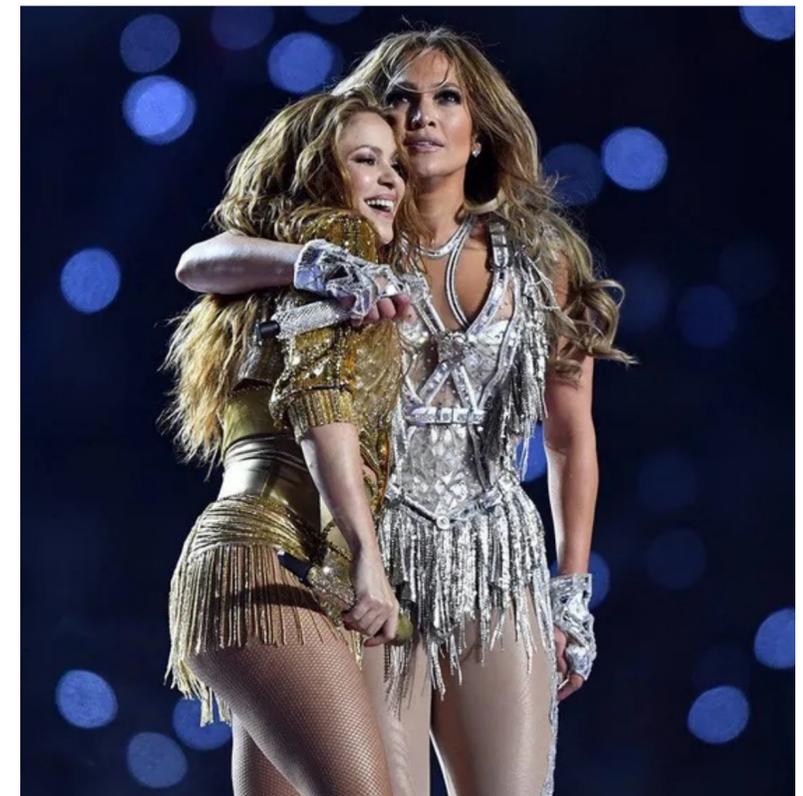
- + Iconic superstars and emerging artists
- + Get closer to the stars than ever



## BACKSTAGE EN ESPAÑOL

### YOUR ALL-ACCESS PASS, NOW EN ESPAÑOL

- + Iconic superstars and emerging artists in Spanish language format.
- + Yet another way to get closer to the stars you love



# STREAMING CHANNELS SPONSORSHIP OPPORTUNITIES

We invite partners to join us as we set out to reach underserved audiences with authentic and compelling content via the following options:

- + Presenting partner of new or existing streaming channels via custom channel promo that promotes all the designers, artists, athletes and entrepreneurs featured in our channel content.
- + Fuse Media will incorporate brand thematic and/or messaging into the promo script to showcase the brand's alignment with the programming featured on the channel.
- + Custom ad product solutions can further align sponsors with channel thematic.



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**THANK YOU**