



engage

ENTERTAINMENT
STIMULATE|ACTIVATE|ENGAGE

SPONSORSHIP OPPORTUNITY

Gloss It Up is a magazine show targeting teenagers between the ages of twelve and fifteen. Focusing on all the things teenagers love the most, fashion, music and techno trends, 'Gloss it up' is the perfect place for young people to meet on a Saturday morning

BROADCAST: SABC 3, Summer 2012 **SERIES:** 26X24 minutes

ONLINE: Web/Mobile



GLOSS IT UP

26 x 24 mins shows broadcast every Saturday at 8h00 on SABC 3

School is put and the weekend is here! '**Gloss It Up**' is a half hour teen-lifestyle magazine that looks into the things that turn your weekend on, from fashion & beauty tips, to extreme sports to movies to games to music and technology.

Hosted by the affable Thabo Rametsi, the show has built a loyal audience over the past 2 seasons. If it's happening in a teen's world, it's on **GIU**. Broadcast on SABC 3, the show is pitched at higher LSM group, targeting global citizens switched on and aware of the latest worldwide trends.

ENGAGE ENTERTAINMENT SPONSORSHIP OPPORTUNITY

An investment of R 500 000 is required with the brand being offered a combination of benefits:

1. Naming rights to 'Gloss It Up'
2. Sponsorship banners around the series and within on-air promos
3. Product placement opportunities
4. Web & Mobile activations
5. Licence rights to activate a brand's alignment with the programming ("as seen on") together
6. Use of presenter at events for an additional appearance fee per event.