



COLORADO & COMPANY



**THEME WEEK 2010
FEBRUARY 8th – 12th**



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LIVE from 10am-11am every weekday on **9NEWS** 



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9NEWS launched a new one-hour show in 2004 called *Colorado & Company, (COCO)*. This groundbreaking local program combines entertainment, information, and an opportunity for advertisers to talk to their customers in a new and innovative format.

In February 2010, 9NEWS and the Colorado Garden & Home Show (CGHS) will team up for its 3rd annual COCO **“THEME WEEK”**.

This is a golden opportunity for exhibitors to showcase their products and services the week before the show with the intent to drive **sales** and drive foot traffic to your booth(s).





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Colorado & CO Viewer Profile:

The Garden and Home show is a perfect match

- 53% said their favorite activity is GARDENING
- 77% are HOMEOWNERS
- 71% have lived in area for 10+ Years
- 88% have a household income of \$50,000 and higher
- 83% are Adults 35+
- 62% are Women (family decision-makers)
- 29% are retired
- 74% plan on HOME IMPROVEMENTS in the next 12 months

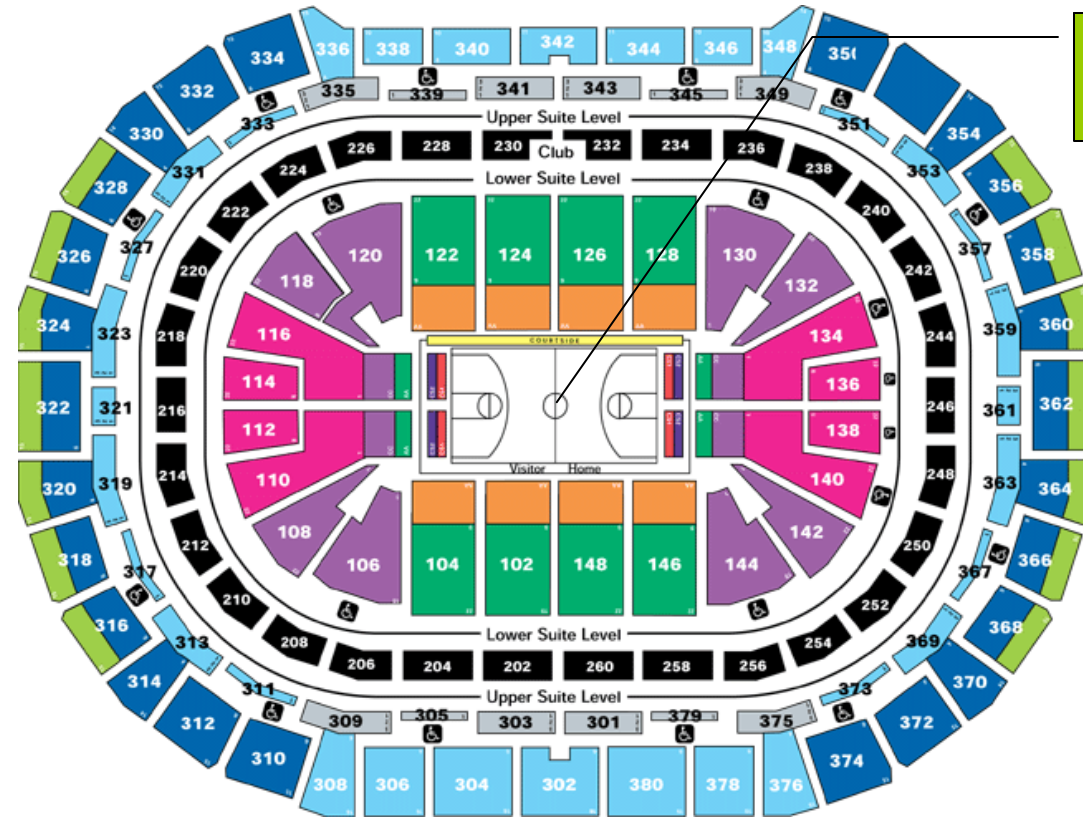
Source: 2009 Scarborough Research





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Viewing Audience for *Colorado & Company*



You Are Here



Imagine standing center court at the Pepsi Center and speaking to a sell-out crowd (20,000+). That is the size of the COCO audience that will be learning about your products and/or services.



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Here is what the COCO “Theme Week” will look like:

- The Theme Week is Friday 8th – 12th, 2010.
- The program airs Mon.– Fri. from 10am – 11am.
- The set will be decorated by the CGHS and the entire week will be devoted to promoting the home show.
- 25* slots are available. First come first served. (Please note the we have slots already filled for 2010).
- Exclusivity per category. (i.e.: only one HVAC will be showcased per day).





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Here is what you will receive:

- A 6-8 minute LIVE interview during the show with our host Denise Plante.
- A LIVE demonstration of your products/services through the interaction with the host.
- The ability to graphically promote your company, your logo, phone number, booth # at the show and your website during your segment.
- A dvd copy of your segment you may use at the show as a display item. This has been effective for some of our past theme week customers.
- A streaming video link that allows you to link your segment directly to your website.
- A fixed tile ad on the COCO home page that will link to your existing website.

AND NEW FOR THE 2010 THEME WEEK.....



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A new service to help increase sales at the 2010 CGHS:

Metromix – We will have a container gardening session on Wednesday, February 17th at 5 p.m. This will be a session to educate and show our Metromix customers how to successfully pot and grow plants and flowers in Colorado. Theme Week customers will be able to provide **bounce back** coupons to all participants at the session and will receive a 728 x 90 banner on our Metromix site in support of the event.

MomsLikeMe – Monday, February 15th will be MomsLikeMe Day at the show. MomsLikeMe will help promote the show, and we will provide a link for a \$2 off coupon, etc. We will make arrangements for 100-200 pots and plants so that kids will be invited to the theater area at two different times on Monday to decorate their own pot and plant their plant to take with them. Theme Week customers will be able to provide **bounce back** coupons to all participants at the session and will receive a 728 x 90 banner on our Moms site in support of the event.





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Customer Testimonials

Colorado & Company participants and viewers have experienced tremendous success from being a part of **Colorado & Company**. Here's what a few have had to say:

"Thank you so much for producing such a wonderful program which allows businesses such as ours to showcase our products and services in a manner which immediately reaches so many potential customers and fans. Our phone traffic was up 500%. No that is not a typo...we received over 50 calls in just the 10 minutes while the show was airing and the staff had to take some messages and call people back later. We had a record day for sales for a Friday since we opened. We normally receive 30-50 web hits a day. We received 257 the day of the show! This was a fantastic medium for us and we would definitely like to do this again!" **Wy Livingston, President & CEO, Wystone's World Teas**

"Marie and I just want to tell you how much Colorado and Company has boosted our business! We cannot believe the response we have gotten so far. Our Grand Opening Weekend was a huge success, in fact at one point we had a line out the door to get into our shop! In one weekend we have more than quadrupled our business that we had for the entire month of March 2009!" **Buffy Morman and Marie Colby, Co-Owners, Basement Boutique**

"Our phones won't stop ringing! Our voice mail box was full in about 2 minutes. Great segment. As always, absolutely fantastic response today on the segment. Sold about \$5000 worth of paintings which is unheard of on a Tuesday and we've had many other calls for people coming in this weekend." **John McInTire, Owner, Colorado Seasons-Thomas Kinkade Signature Galleries**

"While it's all too easy to just advertise this new and innovative program in the paper, and tell people we simply can get more for them for their car (the papers are laden with this), it's much nicer to have COCO help us humanize it when we can." **Steven Paulet, BURT Automotive Group**

"I don't think we can say enough on how perfect our experience with Colorado & Company was! First we wanted to compliment everyone on fantastic, helpful, and professional everyone was to work with. Every one of you made the process smooth and so much fun. The first hour after our appearance we sold 17 of our Mother's Day packages, sold 3 Revitalash retail products, scheduled 2 Ginseng Herbal Facials and 2 Micro Current Eye lifts! WOW! We are so excited with our results." **MK Bolling, President, Antoine du Chez at the Belleview Promenade**





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Sign up today. Slots are available!!

**\$2,500 net
investment**

Our COCO producers will work closely with you approximately 1-2 weeks out to create a “RESULTS-DRIVEN” segment. By defining your key features and benefits they will be able to produce a “call to action” segment that will generate the leads and interest you need to receive a substantial return on your investment.

For more information, please
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