

THE KNOW In San Diego

A New Movement In Social Media By Those In The KNOW



*Produced by the Emmy Award winning team of
InteReality Media and San Diego's top public
relations, social marketing and event strategies
company, MBK Associates*

The KNOW In San Diego is a daily video blog and social media program hosted by those who KNOW San Diego best. FOURTEEN categories representing all that America's Finest City has to offer. Each day, new videos take viewers INSIDE the world of fashion, entertainment, beauty, health, food and fun; all with a local SAN DIEGO flavor. Exclusive category sponsorships are now available for a limited time. Lock in your specialty today, build a video marketing library, and show San Diegans that you are truly in the KNOW.

THE KNOW In San Diego

A New Movement In Social Media By Those In The KNOW

THE fashion

THE food

THE drink

THE face

THE hair

THE entertainment

THE outing

THE art

THE spa

THE sport

THE doc

THE biz

THE rainbow

THE charity

Be a featured EXPERT for one or more of
14 The KNOW categories

THE KNOW In San Diego

The Content Makes The Difference

Video is a powerful medium but it must be done right. Your audience is looking to be entertained. They are in search of information they can't get anywhere else. They want to be inspired, excited and enlightened. Traditional video ads no longer cut it. Talking head videos are not effective. Today's media savvy consumers have high expectations when it comes to what they watch. Give them what they want or they'll just tune out.



The Emmy-Award winning producers of InteReality Media and creators of the national hit television shows, *Healthcare Heroes* and *NurseTV*, are partnering with social marketing and event planning powerhouse, MBK Associates, to create a new video blog for San Diego -- The KNOW in San Diego.

The centerpiece of The KNOW are compelling, inspiring, and entertaining videos that will grab the viewers' attention and never let go. This is Internet programming that is as good as anything you'll see on television from the company with more than a decade of visual storytelling experience. Your videos will be showcased on The Know site as well as your Website, Facebook, YouTube and everywhere savvy consumers look for fresh ideas. This is a complete social media marketing program featuring San Diego's best and brightest.

See our work at www.interealitymedia.com/ourwork.html
and at www.healthcareheroes.tv

THE KNOW In San Diego

Bringing San Diego's Best and Brightest Together

The KNOW In San Diego is a new movement in social media bringing together our best and brightest under one roof. This is bigger than just a single website. We're taking advantage of the "Golden Age" of social media. The KNOW will be all over the Internet; Including The KNOW video blog, Facebook, YouTube, Linked-In and Twitter. It's a turn-key, professionally produced, video marketing solution that's backed by a comprehensive promotional program:

1. The KNOW videos will appear on The KNOW blog, Facebook, YouTube, Linked-In and Twitter
2. Experts and sponsors get copies of their videos for use on their own websites and marketing materials
3. Weekly emails sent to more than 5,000 San Diegans promoting the videos debuting that week
4. Experts receive a copy of the weekly emails in advance so they can send them to their own email list
5. With 14 Experts sending out weekly emails to their custom lists, thousands more will see your videos each week
6. Videos will be hosted and promoted on the MBK Associates blog and website
7. Facebook ads to San Diegans promoting The KNOW
8. Postcard and giveaway marketing at San Diego hot spots promoting The KNOW
9. Marketing materials inserted into swag bags at top San Diego charity events
10. Plaque and stickers identifying you as an Expert in The KNOW for display in your business

By being part of The KNOW, you will receive professional video production for a fraction of the usual cost. Four one-minute videos every month guarantees that you will always have fresh content to promote your business, service or cause.

THE KNOW In San Diego

Harness The Power Of Internet Video

Internet video is no longer simply a nice to have, it's a must have for anyone with a product or service to sell.

The statistics speak for themselves:

- * Sites with video have a 400 percent increase in web stickiness. (Google)
- * Surfers also spend 833 percent more time on sites with video than those with just text. (Almost 6 minutes compared to 42 seconds). (Google)
- * Zappos.com found that products with video out-sell products without by 35%.
- * A Google survey of 18-40 year olds found that 78 percent said video was far more influential to their buying decisions than static pages.
- * The average person watched 182 online videos per month. (ComScore)
- * YouTube Is The 2nd Most Popular Website With 790 Million Unique Monthly Visitors (Google)
- * Retail sites with video increase conversion by 30% and boost average ticket by 13%. (L2 Specialty Retail Report, September 2010)



“Short of getting a customer in the door or sending a salesperson on the road, online video may be the best way to demonstrate a product.” - The New York Times, 2011

THE KNOW In San Diego

The KNOW Live! The Event of the Year

As part of your participation with The KNOW, you'll be a guest of honor at the annual The KNOW Live! This yearly special event will bring together all of our Experts and an exclusive crowd of San Diegans. You will have the opportunity to demonstrate a product, service, or technique and showcase the latest trends in your industry. Add a hot location, great music and food, and you've got one of the top events of the year.



All experts receive two free tickets for every month of The KNOW sponsorship. Additional tickets will be made available for purchase on a very limited basis.

Profits from The KNOW Live! will be donated to a local charity

THE KNOW In San Diego

Sponsorship Opportunities

The KNOW Category Packages:

- You'll be an **EXPERT** for the category of your choice for the length of your contract
 - Four one-minute video segments a month featuring you and/or your company and service
 - Segments will include insider tips, demonstrations, product reviews, how-to's, hot spots, and new trends
 - Segments will appear on The KNOW In San Diego blog, top social media sites and on your own website
 - All production is included - It's easy and fun
 - You can use your segments anyway you'd like (Your website, Facebook, blogs)
- ★ *\$500/month for non-exclusive Expert status*
- ★ *\$1000/month for exclusivity of category - YOU are the only expert*

The KNOW Title Sponsorship Package (One per category and one overall sponsor):

- Title sponsorship of one of The KNOW In San Diego categories or the overall program sponsor
 - Banner advertising on the main page and on each subject page
 - You can select a category of your choice and be the Expert or select an Expert
 - A monthly video about you and/or your company or organization hosted on The KNOW site
 - Promotion during public relations and marketing activities including MBK Associates events
- ★ *Ask us about special pricing*

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Other Ways To Support The KNOW

The KNOW Ad Package:

- Six months of advertising on The KNOW blog, The KNOW Facebook site and MBK Associates Blog
- Logo and website on The KNOW promotional materials

★ *\$1500 for six months*

The KNOW Vendor Package:

- Buy a category and make one of your best clients the Expert
- Each video from your Expert will include a sponsorship mention, logo and web address
- Banner ads and thank you posts on The KNOW blog and Facebook site
- Promotion during public relations and marketing activities including MBK Associates events

★ *\$1000/month (12-month commitment required)*

The KNOW Adopt-a-Charity Package:

- Endow your favorite charity or non-profit with a The KNOW video
- Your organization's video will be featured on all The KNOW properties and the group will receive a copy

★ *\$500 per video*

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***Watch The KNOW In San Diego Promo
@ theKNOWinSD.com and
visit us on Facebook at
www.facebook.com/TheKNOWInSanDiego***