



CRANK-UP YOUR SPEAKERS
and click here to view your
welcome message



LEAPT^{TV}™
SPONSORSHIP OPPORTUNITIES
- YOU CAN'T AFFORD TO MISS -

#1 Online TV Show
created to revolutionize the way
you do business.



POWERED BY  LEAPZONE STRATEGIES

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LEAPTV PRODUCTION BRIEF

The #1 Branding + Business Performance online TV Show created to revolutionize the way you do business.



WHAT IS LEAPTV?

LeapTV is a short (5-12 minute), edgy, unconventional, practical, and FREE weekly online TV Show that helps solopreneurs and small business owners get clear, make small but powerful pivotal shifts, and gain momentum by taking action while keeping it simple. It's the show that shows you that small, intentional and consistent actions lead to massive results.

LeapTV's edge is about TELLING IT LIKE IT IS. This no BS show divulges simple and powerful principles that revolutionize the way you do business. It helps you and your business perform like a well-engineered, well-oiled machine. LeapTV makes you think, act and perform like never before. It is the spark plug that small business owners need to kick some serious ass by learning simple, unconventional tools, tips and tricks to win the game of business.

LeapTV is also about building a great success community by leveraging viewers' expertise and getting them involved by sharing their experiences, ideas, gems, concepts, insights and results.

By watching the show you can expect to:

1. Have fun learning simple and powerful principles.
2. Increase your level of clarity and efficiency.
3. Gain momentum by learning simple tools and strategies to allow you to grow more effortlessly.
4. Learn what branding truly is and what role it plays in becoming extraordinary to avoid elimination.
5. Increase your overall level of customer delight and loyalty.
6. Learn how to accomplish more in less time (and more effortlessly).
7. Learn methodologies to help you keep it simple and more profitable.



LEAPTV EPISODES ARE BASED ON:

The LeapZone Performance Principles and Building your Business and your Brand from the Inside Out!

- What makes or breaks a brand (the DOs + DON'TS of Branding).
 - a) **Who you truly are** - what makes you different, sustainable and viable?
 - b) **What problems you solve** - how is your product or service making life better?
 - c) **Who you are best suited to help** - who needs what you have to offer?
- Self-Management, Self-Performance and Efficiency (vs. Time Management).
- Business Growth and FACE (Fanatically Astonishing Customer Experiences).
- Simple tools, tips and tricks to help you eliminate, automate and delegate.
- What you need to **KNOW** - **START** and **STOP** doing to allow you to live your best life while running a business.

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At LeapZone, we believe that "bigger" and "more" is not always better. We are constantly digging deeper to continuously find ways to keep it simple and effective. We also believe that doing it **well now** is better than doing it **perfectly later** - the power of getting clear and getting it done today is to gain momentum today.

PATS ON THE BACK

2010 – Nominated for BIV's Forty Under 40

2010 – Print Action Silver Award for Most Environmentally Progressive Printing Project

2009/2008/2006/2005/2004 – Featured in Applied Arts Design & Advertising Annual

2008 – Reich Paper Award of Excellence

2008/2004 – Gold Ink Awards Gold Winner

2006 – Gold Ink Awards Silver Winner

2006 – Printing Industries of America Best of Category

2004/1999 – Association of Professional Brochure Distributors - International Best Brochure Design Award

2004/2003 – Craftsman Competition Gold Winner

2003 – Mohawk Award of Excellence

2003 – Lauriers de la PME Entrepreneur of the Year Award

2003/2002 – Printing Industries of America Certificate of Merit and Award of Recognition

2001 – Stora Enso Award of Excellence and Showcased in the North American Top 20 Annual Report Show

2000 – Showcased in the Worldwide 2000 Curtis Showcase

1999 – Potlatch Award of Merit

1999 – Vancouver YWCA Women of Distinction Award Nominees in Entrepreneur/Innovator Category

1998 – Self Employment Entrepreneur Award

[Click Here](#) to hear what some of our clients have to say! and [Click Here](#) for great testimonials.



WHO IS HOSTING LEAP TV?

LeapTV is hosted by Brand Builder and Business Performance Catalyst Isabelle Mercier Turcotte, co-founder of LeapZone Strategies. As a brand builder and business performance catalyst, Isabelle's sole purpose is to empower change and growth. "Momentum Generator" is her middle name and she has a relentless passion for helping entrepreneurs and small business owners raise the bar and expand their comfort zone to create outstanding brand experiences.

Isabelle's biggest strength is her no BS approach and ability to tell it like it is. She has the "Simon Cowell" edge and is not afraid to tell people what to do and how to do it. She is an inspirational speaker, a captivating storyteller, and has an unquenchable enthusiasm for life. She is consistently leading-edge in facilitating change, and her undeniable track record and authentic connection with people, has gained her worldwide influence and recognition.

Isabelle co-founded her first business venture a few years out of her teens, which quickly escalated to become one of Canada's most awarded branding and creative firms; from prestigious international design awards to national entrepreneur of the year. Isabelle was a true pioneer in branding, and to this day still continuously re-establishes the way people do business.

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Throughout her career, Isabelle has had the opportunity to help hundreds of small business owners, as well as some influential brands such as A&W, Robeez Footwear, Earls Restaurants, IMAX Corporation, and HSBC Investments. She was instrumental in helping raise their business standards and redefine their industries through outstanding business strategies and forward-thinking communication tools.

With nearly two decades of hands-on experience in branding and business growth, as well as extensive learnings from traveling the globe, Isabelle is determined more than ever to help small business owners all over the world, catapult their way to massive success.



THE LEAP TV DIFFERENCE (X-FACTOR)

Here is why LeapTV is unlike any other online TV Show out there.

As the host of LeapTV, Isabelle's biggest strength is her no BS approach and ability to tell it like it is. She is not afraid to tell people **what to do and how to do it** which is an incredible leadership asset that young or plateauing businesses need to move forward. She has the desire, drive and discipline to share learnings and information, and truly got the broadcasting bug when she started her audio podcast series RiSE almost 3 years ago.

LeapTV caters to the new Gen X and Millennials that are coming up in business, helping these leaders develop unlike any other TV Show out there, as most are still targeting the baby boomer generation.

Every week the show will feature a simple, yet powerful tool called a LeapTool to help SBOs kick ass and gain huge momentum. This show is meant to help SBOs think, act and perform like never before.

Why? Because it is built to become an accountability outlet that will help entrepreneurs and SBOs get it done.

How? By facilitating a weekly challenge and encouraging people to participate by sharing their experiences and results for a chance to be featured on the show.



WHY CHOOSE AN ONLINE PLATFORM VS. A SYNDICATED TV NETWORK?

LeapTV is best suited for an online platform for 3 reasons:

Flexibility: Although the show will be deployed on a regular weekly schedule, our viewers will be able to watch the episodes whenever they want from anywhere in the world via any of their favorite mobile devices. A very big perk for our busy target audience.

Global Access: Nowadays with iTunes, YouTube and hundreds of other powerful social media channels like FaceBook, Twitter and LinkedIn, the sky is the limit. One would be nuts not to leverage this World Wide Web potential.

Ownership: The ability to be able to fully stand behind our no BS lingo is a vital part of LeapTV's x-factor. Having the flexibility to say what we want and how we want to say it is a non-negotiable. Ownership of the show also means that we can make pivotal shifts on a dime to respond to our viewers' ever-changing needs.

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WHO IS LEAPTV FOR?

LeapTV is best suited for these 3 types of solopreneurs and small business owners with 0 - 12 employees:

THE "HARD-CORE" ENTREPRENEURS

Coachable Carla > *Medium Anxiety* > *What Else Can I Be Doing?*

The true "Type A", go-getters of the business world. People who feel like they were born to start, lead and conquer and are hungry to learn great ways to accomplish more while experiencing more effortless success through elimination, automation and delegation.

THE "LESS INTENSE" SOLOPRENEURS / SMALL BUSINESS OWNERS

Coachable Carla > *Medium Anxiety* > *What Else Can I Be Doing?*
Fragmented Frank > *Separation Anxiety* > *I Don't Know What To Do!*

People who may not be "Type A" but still have their business at the center of their lives. People who are looking for an edge that'll help them do more, work smarter and kick some serious ass!

THE "HIGH ANXIETY, OVER-WORKED" SOLOPRENEURS / SMALL BUSINESS OWNERS

Fearful Freddie > *High Anxiety* > *Am I Doing The Right Thing?*

The ones that are working 8 days a week, 36 hours a day and still, are not as profitable as they had planned or wanted to be. They can't possibly do more, yet, they are not fulfilled and are just not getting enough joy and results.

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SPONSORSHIP OPPORTUNITIES

LeapTV™ airs one episode per week and has created two different sponsorship level opportunities for great companies offering outstanding products and services; companies that will not only improve our viewers' performance and overall quality of life, but will also be in-line with LeapZone's core brand foundation. We promise Clarity, Pivotal Shifts and Momentum, and our sole purpose is to help people raise the bar and empower growth.

THE HERO™ SPONSOR PACKAGE *(priced per episode)*

- **Video Segment:** In-Video Segment Highlight endorsed and approved by the Host
- **Logo Featured:** In LeapTV™ Rotating Sponsor Zone (for the duration of your sponsorship)
- **Resource Zone:** Sponsor description, contact information and URL placed directly below the video
- **Audio Profile:** Link to an audio interview recorded by LeapZone for more benefits and fun facts



EARLY BIRD PARTNER DISCOUNT:

\$249 per episode	from Sept. 2010 - March 2011
\$595 per episode	from Apr. 2011- Aug. 2011
\$1,495 per episode	from Sept. 2011 - Dec. 2011

BEST VALUE BUNDLE: Sponsor 4 episodes and get the 5th one FREE

NOTE: As of 2012, or upon reaching 15 000 weekly loyal viewers, The Hero™ Sponsor Package will range between \$1,995 - \$4,595+ per episode.

THE SIDEKICK™ SPONSOR PACKAGE *(priced per month)*

- **Logo Featured:** In LeapTV™ Rotating Sponsor Zone (for the duration of your sponsorship)



EARLY BIRD PARTNER DISCOUNTS:

\$99 per month	from Sept. 2010 - March 2011
\$149 per month	from Apr. 2011- Aug. 2011
\$195 per month	from Sept. 2011 - Dec. 2011

BEST VALUE BUNDLES:

Sponsor 5 months and get the 6th month FREE
Sponsor 10 months and get the 11th & 12th months FREE

NOTE: As of 2012, or upon reaching 15 000 weekly loyal viewers, The SideKick™ Sponsor Package will range between \$350 - \$995+ per month.



WANT TO GET INVOLVED?

Contact Mavreen David at: leaptv@leapzonestrategies.com or 604.312.9613 to share your thoughts and ideas, or to customize an option that will suit your needs.

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LEAPTV™ LINK-BUILDING OPPORTUNITIES

LeapTV™ is also looking for key Power Alliances that are interested in:

- raising their online profile;
- increasing their website traffic;
- adding value for their customers and prospects; and
- increasing their customer loyalty level

by simply promoting LeapTV™ on their site or directly embedding the show onto their blog.



STATS + PREDICTIONS

- LeapZone's Big Audacious Goal is to have reached 1 million entrepreneurs by 2015.
- For Social Media Influence and 2012 Predictions see p.8.



MATERIALS WE'LL NEED

Once you've become a sponsor, here's a list of what you'll need to provide us:

YOUR LOGO:

Minimum 1 inch high, 72dpi, or minimum 1 MB file (File types accepted: JPEG, PSD, TIFF, Ai)

YOUR DESCRIPTOR:

One line company description

(Ex: "Velvet Pumpkin Productions is the #1 solution for all your online video and podcasting needs.")

YOUR TAGLINE:

(Ex: "Get Watched!")

YOUR PROMO BLURB:

A paragraph about your company/organization in 50 words or less.

(Ex: "Velvet Pumpkin Productions is truly the best at helping small business owners increase their online exposure by better communicating what they do best to increase their client base and ultimately, their profit.")

YOUR URL AND COMPLETE BILLING INFORMATION:

Your company name, your full name, your complete address including postal code, your daytime phone number and your favorite colour. (Just kidding on that last one!)

Contact Mavreen David at: leaptv@leapzonestrategies.com or 604.312.9613 to share your thoughts and ideas, or to customize an option that will suit your needs.

*Thanks for getting involved and cheers to massive success!
Isabelle Mercier, Catalyst.*

LeapZone STRATEGIES™

SOCIAL MEDIA INFLUENCE

