

The TODAY SHOW



The Disability Channel's Flagship Television Show

Welcome to The Disability Channel and the platform's #1 television show. Be a part of Canada's fastest growing medium, showcasing abilities within the Greater Toronto Area and quickly adding regions including Cogeco's 'Your TV in Halton' and the 250,000 daily views on channel 700. TDC is also in the process of securing the TDC platform on 50 additional Your TV community platforms throughout Ontario and Quebec. In addition to Your TV, TDC also currently airs on ROKU TV, a free subscription (22,000 subscribers) and available in 27 countries, including Canada, USA, Mexico and 24 more.

By investing/branding/sponsoring our platform, you will add an ability champion moniker to your brand resulting in supporting our employment program platform and providing an opportunity for persons with disabilities on ODSP.

Note; Due to our successful and proven employment programs, we have extended this opportunity to all of the public sector.

The TODAY SHOW - ADVERTISING/BRANDING Options:

The TODAY SHOW platforms will be interactive and maximize both regions (Headlines and Hosts)

TODAY SHOW 'Toronto'



Hosts - Cynthia Stone and Unstoppable Tracy (Host substitutes)

TODAY SHOW 'Halton'



Hosts - Anthony Frisina and Shannon Mackinnon

The TODAY SHOW format:

Have your company/organization/team showcased on weekly hour show showcasing abilities within your community by persons with disabilities within the same community. The hour show will include segments/clips/events and added value by including additional television show formats via the TDC platform.



4 x monthly TODAY SHOW(s) - (6 month commitment is required)

Advertisers/Sponsors; 500.00 **TBC**

1x show per month appearance/segment (interview/solo appearance on set promoting brand and goods & services) - "the sponsoring company owns this segment "

3x shows advertisement example (1 x segment per week ...being brought to you by) Show credit (advertiser)

Monthly Advertising Budget

Studio Shoot - 500.00 + hst per month per (4 shows) Location/Events **TBC**

Shoots - 700.00 + hst per (4 shows) **TBC**

Collaborative Digital Media Analytics:

Multiple Digital Ventures mentorship programs for youth and those with disabilities. Based on our network of digital publications and various media initiatives we are able to provide the following statistics.

- Cogeco Your TV Halton - 250,000 viewership
- ROKU Television Network: 22,000 + subscribers (March 2019 to current)
- YouTube Content: 600 + online show content
- Comcast Community Digital Network: 3,500,000 + (Connecticut USA)
- Access to 14+ Social Media Networks
- Video views: 20,000,000 +
- Followers: 350,000 +
- Combined page views 200,000,000 +
- Demographics: 18-34 primary users
- 53% Male 47% Female

Psychographics: people who support those with disabilities or who have disabilities themselves

We Provide:Automation services with real time analytics • Customized Facebook video creation & social media campaign curation

TODAY SHOW Examples;

TDC - Unstoppable Tracy interviews Unstoppable Alexis - Brands For Canada <https://youtu.be/jfN9vKVMJZs>

TDC - The TODAY SHOW interviews Heather Partridge of Bison Transport <https://youtu.be/TmVd-WGrH50>

For more advertising/sponsorship information.

Please contact;

TDC Relations at thedisabilitychannelpr@gmail.com

T. 647 339 6847

www.thedisabilitychannel.ca

