

THE ALOHA HOME SHOW

(Working Title)

Learning to Work with the Professionals

Concept and Structure

The Aloha Home Show will be an informational television program that focuses on educating viewers about the process of constructing a living environment for their needs today and tomorrow. Viewers will follow along with our show hosts as they lead homeowners through the remodeling process from an idea, planning, budgeting, construction and the finished project.

What makes this show different is homeowners will be introduced to leaders in the construction field who share inside tips on how to work with their contractor and subcontractors. Teaching “builder speak” will help viewers in communicating effectively so all parties understand the project and reduce errors.

Experienced contractors will help homeowners look at their projects from a structural, functional and aesthetic point of view. For example, what looks good as a sketch on paper, might not execute well in real life. And as people and families age, the need to plan for multi-generational and accessibility issues will also be presented.

Another important issue is the project budget. Experts will estimate what the project would cost for a do-it-yourselfer, for working with a contractor with average and high-end budgets, or for a home being readied for resale. Energy efficiency is also a hot topic and viewers will learn about how to save money through smart appliance choices and other energy savers.

Once the planning, budgeting and financing are completed, the permit process begins. Viewers will learn which permits they need and how to get them as time efficiently as possible.

Everyday Tips (Weekly)

Often a homeowner will be faced with a door that sticks, a faucet that drips, a hanging a piece of artwork without damaging the wall. Everyday tips will answer those questions and more like what should everyone have in their home tool kit?

Special Features

How'd They Do That?

This segment goes from a finished project and works backwards. For example, a designer will show the viewers a finished kitchen remodel, the before shots, and

briefly go over the steps and timeline of the project.

Around Oahu

Hawaii's historical homes are unique in both design and construction, and stories about the people who live (d) there will make up this feature.

Budget & Finance

Once the planning is done and the budget has been agreed upon, then it is time to figure out how to finance the project. This special feature will look at options for financing.

Reading Your Contract(s)

This segment will help homeowners with the fine points of their construction contract. Most commonly asked questions and concerns will be answered.

Design for Living

A guest designer will make suggestions for how to make a room work with the owner's lifestyle, as well as tips on what improvements are most cost effective in the resale value of their home.

THE ALOHA HOME SHOW HOSTS

The Expert

Jim Byxbee, President of Homeworks Construction, has been in the construction business for over 30 years. Jim started in the business as a carpenter and will provide expert knowledge of the industry, which will help viewers get the big and the little pictures that make up the project process.

The Novice

Kirsten Fujitani, Principal of Kukui Marketing, recently purchased her first property and will have the unique point-of-view from a novice's perspective.

THE ALOHA HOME SHOW PRODUCTION CREW

Lewis Communications has over 20 years of experience in short and long-format production. Most recently the company has produced long-format programs, The Champion, Dancers in Paradise, Ohana Road, Night Time with Andy Bumatai Show, Try Wait and a real estate showcase program.

MARKETING & PUBLIC RELATIONS

Promotional announcements will air each week telling viewers what time and day to tune in to watch The Aloha Home Show. Press releases will be sent out to alert media about the new television program. The television series also will be promoted on Jim's weekly radio show, Saturdays at 9am on KHVH. A website, facebook and twitter site will also promote the show.

THE ALOHA HOME SHOW

ELEMENTS

12 Weeks

Broadcast

Six Original Broadcasts, Eighteen Re-telecasts

Promotionals

240 Promotional Announcements Alerting Viewers to Tune In
Audio Identification on Promotional Announcements for Major Sponsors
Logo Identification on Promotional Announcement for Major and Lead Participants

Radio

12 commercial announcements in Build New, or Re-Do, Saturdays at 9am on
KHVH

Internet

Alohahomeshow.com
Episodes of The Aloha Home Show Viewable
Advertiser Links

Facebook

Twitter

CATEGORY EXCLUSIVE SPONSORSHIP PACKAGES

MAJOR SPONSORSHIP

(2 Available)

Investment
\$24,000

96x 30-second Television Commercial Announcements*
96x Title Sponsor Identification Billboards
240x Promotional Announcements, Shared Corporate Identification, Audio and
Video

Special Opportunity

Be featured in all 6 Aloha Home Shows in a special segment of 3 minutes in length for a total of 72 minutes additional exposure (in original broadcasts and retelecasts)

Banner Ad on alohahomeshow.com
Link to website
Production of 30 or 60-second Television Commercial Announcement

LEAD SPONSORSHIP

(6 Available)

Investment
\$16,800

48x 30-second Television Commercial Announcements*
48x Shared Sponsor Identification Billboards
240x Promotional Announcements, Shared Video Corporate Identification

Special Opportunity

Be featured in one Aloha Home Show special segment of 3 minutes in length for a

total of 6 minutes of additional exposure (in original broadcasts and retelecasts)
Banner Ad on alohahomeshow.com
Link to website

DAY PACKAGE

Investment
\$9,600
24x 30-second Television Commercial Announcements

TELEVISION COMMERCIAL PRODUCTION PACKAGE

Investment
\$4,500

Production services for a 60-second television commercial announcement are available. Service includes scriptwriting, camera, sound, light crew, editing, voiceover, music and commercial copies for client and television station. Client will have ownership of the television commercial. Standard charge for copying the commercial to broadcast grade recording tape applies.

Investment
\$3,750

Production services for a 30-second television commercial announcement are available. Service includes scriptwriting, camera, sound, light crew, editing, voiceover, music and commercial copies for client and television station. Client will have ownership of the television commercial. Standard charge for copying the commercial to broadcast grade recording tape applies.