



Dear Pruitt,

**Five-time TELY Award winner**, REAL Video Productions, is proud to announce the newest addition to our world famous line of instructional DVDs ...**Standup Paddleboarding**. This DVD will take viewers from their first sessions on the water through basic wave riding.

**The sport of Standup Paddleboarding is exploding worldwide !** Men and women of all ages, from all backgrounds, living on or near every conceivable body of water are drawn to the sport for its ease of access, simple equipment, excellent core exercise potential and endless learning curve. From paddling the flat water of lakes and rivers to surfing the beach breaks and point breaks of the world. Standup Paddleboarding is a sport that almost anyone can enjoy.

The **Standup Paddleboarding Instructional DVD** was produced to officially introduce the sport, the riding techniques and the major brands behind the equipment and lifestyle. **It has been proven that the brands involved in REAL Instructional DVDs experience a clear advantage over their competition**, as they are introduced to the first time riders in the professional instructional atmosphere that REAL is known for.

**Sponsorship opportunities are available for this DVD**, and brands such as **Jimmy Lewis** and **The Moorings** have already jumped on board to once again capture the extraordinary marketing potential of these instructional DVDs. **The Standup Paddleboarding Instructional DVD will be distributed internationally through several watersports industries including surf, wind, marine, kayak, outdoors and more.** Partnering your brand with this new emerging sport across all of these industries is an excellent way to insure excellent growth in the coming years.

Please consider the following sponsorship opportunities. Deadline for sponsorship is August 3, 2007.

**Title Sponsor : \$10,000**

Title sponsor package includes premium logo placement on front and back of DVD cover and front of DVD disc, first opening screen credit, closing credit, product placement if applicable, 30 second commercial in bonus section, Sticker/Info Insert Opportunities.

**Partner Sponsor : \$5,000**

Partner Sponsor package includes logo placement on back of DVD cover and the front of DVD disc, opening screen credit, product placement if applicable, sticker/info insert opportunities.

**Brand Sponsor : \$2,000**

Brand Sponsor package includes logo placement on the back of DVD cover, opening screen credit, product placement if applicable, sticker/info insert opportunities.

**Exposure Sponsor : \$1,000**

Exposure Sponsor package includes logo placement on the back of the DVD Cover, closing screen credit, product placement if applicable.





Since entering the instructional market in 2005, REAL Video Productions has sold over 30,000 instructional DVDs, beginner to advanced level, to watersport enthusiasts around the world. REAL's organized, easy-to-digest style of instruction has been proven to work for all ability levels. REAL's Instructional DVDs have received 5 TELLY Awards for superior production and content quality. REAL's Instructional Camps have been ranked among the "Top Ten Adventure Camps in the World" by Outside Magazine. REAL Video Productions is excited about the release of this new watersports instructional DVD and intends to continue the release of new instructional titles in the near future.

Questions regarding sponsorship of Standup Paddleboarding or any of the REAL Instructional DVDs should be directed to REAL Video Production Director Trip Forman at [media@realkiteboarding.com](mailto:media@realkiteboarding.com) or 252-305-6596.

We look forward to seeing you on the water !

Best regards,

TRIP FORMAN

