2016 ABC New Year’s Eve Musical Act Sponsorship

Own the musical performances on Dick Clark’s New Year’s Rockin Eve LIVE in Times Square!

- Over 22m Viewers tuned into last years ABC DCNYRE Telecast
- Sponsor received 8 min of National Broadcast exposure & over 150 Live Shots!

Sponsorship Details:

- **EXCLUSIVE OWNERSHIP** of 5 Musical Acts (TBD) that will appear on the ABC SuperSign, American Eagle, Disney & Express
  - Average performance time is 7 minutes each-35 minutes total

- 5 minute per hour on all 4 spectaculars for 14 days from 12/19/16-1/1/17
  - Total of 5,250 Minutes

- Coverage in 6,500 New York Taxi’s 12/19/-1/1/17
  - :30 full motion video spots; 2M Ads/3M impressions

- All packages include tickets to our EXCLUSIVE NYE Party in Times Square.
- Firm and Non-cancelable