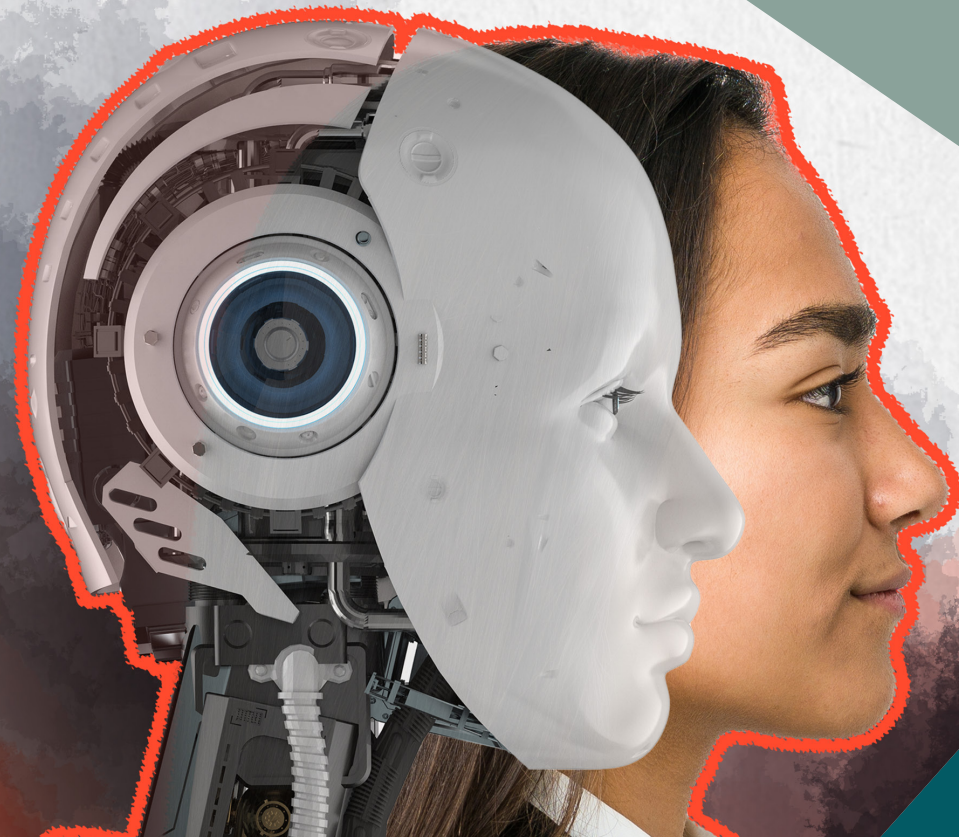


# JOBS OF TOMORROW

Watch Now on

**freevee**





# **JOBS OF TOMORROW**

## **WHAT DO YOU WANT TO BE?**

It's the question we ask our children. The driving force behind the most important decisions of our lives. Now, there's a show designed to help your audience find the answer.

Jobs of Tomorrow explores our world's industries and how our roles are evolving within them. Each 22-minute episode dives deep into the exciting changes in demographics, environments, technology and societal demands as they relate to our work. Each 24-episode season focuses on new sectors, from material handling and supply chain, to mining and metallurgy, to your own.

Your industry is constantly evolving. You need a way to keep your employees skilled in their roles, and capable of finding new ones. But you're also ready to bring in that next

generation of workers; the young people who are looking for a career, and the seasoned vets ready to switch industries.

Prepare them with education and wisdom from your industry experts and thought leaders. Get them comfortable by showing off your exciting advancements in technology and operations that will help them level up their careers, and discover their destiny.

Establish yourself as the authority in your industry today, with Jobs of Tomorrow.

## 3 IN EACH EPISODE



One member who lives this job and career



A young professional or recent graduate active in this role from your company



### BRAND EXPERTS

Shares perspectives on how they help this job (better, faster, cheaper, safer) to address the evolving needs and to capitalize on technology and change



One expert that can speak on the past, present and future evolution of this job

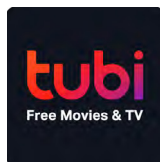
**22** minutes per episode

**3** interviews per episode

Potential episode topics to be covered:

1. Topic 1 - description
2. Topic 2 - description
3. Topic 3 - description
4. Topic 4 - description
5. Topic 5 - description
6. Topic 6 - description

**YOUR BRAND** streaming on one or more of these platforms



Association Website

Sponsor Website





## Benefits:

- Exposure to your audience and up to millions of digital and broadcast subscribers on over-the-top (OTT) streaming platforms.
- An opportunity that will position you as a thought leader and innovator in the industry.
- A multi-channel distribution strategy that includes:
  - Streaming on one or more digital platforms as listed on page 3 of this document.
  - Your digital and social media outreach.
  - A special video player branded with **"as seen on \_\_\_\_"** and opportunity for your logo - embedded on your website all year long!
- A series that provides repeat exposure, enduring value, thought leader authenticity, reach and brand engagement to all involved.



## Select from 5 Sponsor Programs

1. Exclusive Episode Sponsorship
2. Topic Expert Contributor with your B-Roll and Product Placement
3. Topic Expert Contributor
4. B-Roll\* and Product Placement
5. Banner Sponsor

\* Optional: Filming of B-roll at a location of your choice can be quoted if needed

# THOUGHT LEADER OPTIONS



## EXCLUSIVE EPISODE THOUGHT LEADER

- Story Development and Pre-Planning with our Producers
- Exclusive in video interview – filmed at your location
- Exclusive B-roll\* and product placement
- In video credits for the Docuseries
- Featured in Micro-Learning Episode
- Special Embed code for your website and episode
- Banner ad
- Streamed on at least 1 OTT Platform (see page 3) with a minimum of 40 million subscribers in the USA

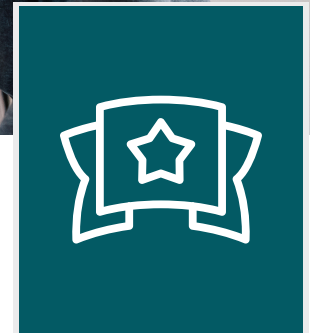
**\$25,000**



## TOPIC EXPERT W/ B-ROLL & PRODUCT PLACEMENT

- Non-exclusive in video interview
- Non-exclusive B-roll\* and product placement
- Credited at the end of the Docuseries
- Banner ad
- Embed code of your episodes
- Viewable on Amazon Freevee and other OTT platforms

**\$12,500**



## FREE TOPIC EXPERT

- Non-exclusive in video interview
- Credited at the end of the Docuseries
- Banner ad
- Embed code of your episodes
- Viewable on Amazon Freevee and other OTT platforms

**\$7,500**

\* Optional: Filming of B-roll at a location of your choice can be quoted if needed

## BRAND SUPPORTER



### B-ROLL & PRODUCT PLACEMENT SPONSOR

- Non-exclusive B-roll\* and product placement
- Credited at the end of the docuseries
- Banner ad

**\$10,000**

\* Optional: Filming of B-roll at a location of your choice can be quoted if needed



### BANNER SPONSOR

- Banner ad (300x100) on both micro-learning episode and full docuseries episode hosted on association website

**\$7,000**

Native banner integration available with WorkerBee.TV media platform



# PLANS AT A GLANCE

	EXCLUSIVE EPISODE THOUGHT LEADER	TOPIC EXPERT W/ B-ROLL & PRODUCT PLACEMENT	TOPIC EXPERT	B-ROLL & PRODUCT PLACEMENT SPONSOR	BANNER SPONSOR
In-Video Interview	Exclusive	Non- Exclusive	Non- Exclusive	No	No
Featured In Docuseries & Micro-Learning Episodes	Exclusive	Non- Exclusive	Non- Exclusive	No	No
Influence On Story Development	Yes	No	No	No	No
B-Roll* And Product Placement	Yes	Yes	Yes	Yes	No
Distribution	Yes	Yes	Yes	Yes	Yes
Association	Yes	Yes	No	No	No
Your Website	Yes	Yes	No	No	No
Social Media	Yes	Yes	Yes	Yes	No
One OTT Platform	Yes	Yes	Yes	Yes	Yes
Maximum Sponsors Per Episode	1	2	3	4	5
Value For Turnkey Development & Distribution	\$75,000	\$50,000	\$30,000	\$20,000	\$10,000
SPECIAL PRICE	\$35,000	\$17,500	\$12,500	\$10,000	\$7,000

\* Optional: Filming of B-roll at a location of your choice can be quoted if needed