

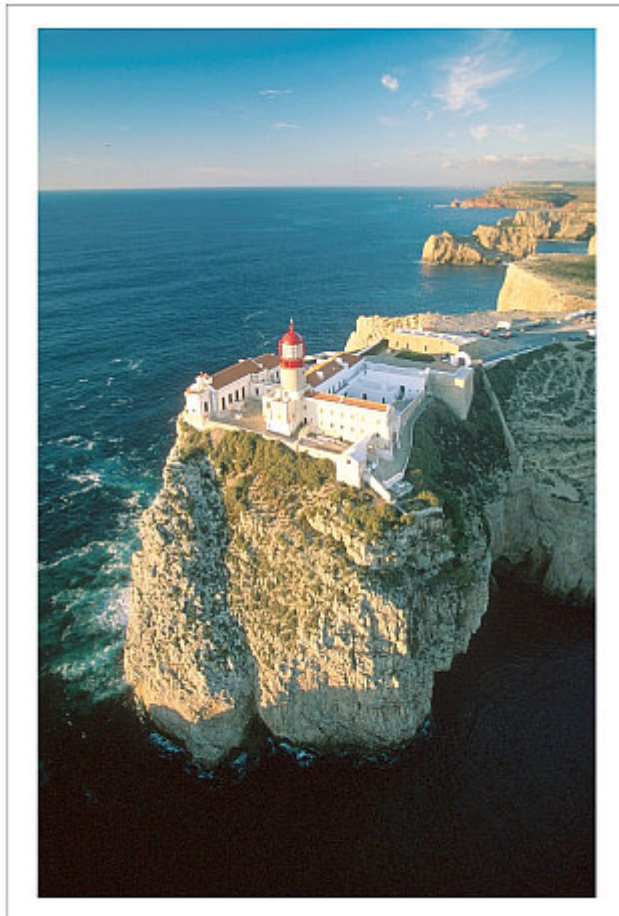
# **Sponsorship Package**

## **Portugal - An Adventure of Discovery** **Portugal - Entre o Céu e a Terra**

**Television Special — International Broadcast — Website/Online Community**

**Portugal Discovery Tour — Digital Theatre — Educational Tour**

**DVD/Video — Book — Audio CD**



# Portugal *An Adventure of Discovery*

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## Entre o Céu e a Terra

### *Portugal Rediscovered!*

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***Portugal - An Adventure of Discovery*** is Portugal's first all-encompassing digital multimedia initiative. The one hour television special, fifteen minute film experience, home video and DVD, deluxe hardcover book, web site/online community, audio CD soundtrack, Digital Theatre and Educational Tour promise to inspire a renewed sense of identity and pride amongst all Portuguese while showcasing the country to a global audience — conservatively projected at between 65 and 105 million viewers. Designed to increase Portugal's visibility both at home and abroad and to unite Portuguese-speaking communities around the world, it is a proactive response to some of the major issues affecting the country today, namely: image, visibility, competition and foreign investment.

HI-VISION Media assembled an international team of award-winning photographers, filmmakers, writers and artists—all pioneers in the field of aerial High Definition Television, or HDTV (see Appendix 1)—to document this extraordinary country and its unparalleled beauty. Capturing Portugal's countless awe-inspiring locales, including the Azores and Madeira, post-production is being conducted at state of the art facilities in North America. The projected launch date of *Portugal - An Adventure of Discovery* is spring/summer 2005.



## *An Inspiring Story of the Portuguese Spirit*

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In 1996, Roy Monteiro, a successful entrepreneur who had emigrated from Portugal to Canada with his family as a young boy, witnessed a television event that would have a profound impact upon his life. Entitled *Over Beautiful British Columbia*, the one-hour aerial documentary, filmed in dazzling High Definition Television, eloquently captured the pristine beauty and unique heritage of his adopted province. Roy was deeply moved and inspired: *Why not use the same format to capture the essence of his beloved homeland, encouraging all Portuguese to discover their magnificent country from a whole new perspective?*

In the spirit of many Portuguese before him, Roy embarked on an exhilarating journey to rediscover his own heritage and to showcase Portugal's unique scenic and cultural grandeur to a global audience. He overcame countless hurdles and seemingly insurmountable odds, investing myriad resources in bringing his creative vision to life. Extensive research was carried out and a multitude of locations identified and scouted. Several months of dawn to dusk flights, eight different helicopters, and one unshakable dream to capture 55 hours of video and 15 000 photographs. Footage and images were logged, catalogued and sorted, followed by weeks and weeks of careful editing and an elaborate and exacting post-production process. Scripts and essays written, music composed, recorded and mastered, translations executed, graphic design, printing and reproduction—all time consuming and essential steps.

The production of the films and companion book were the culmination of a dream – to unite the millions of Portuguese and their descendants throughout the world in an international community based upon a shared language and culture. Roy's amazing dedication and commitment to this important initiative has brought it near to completion, but now it is time for Portuguese institutions, corporations and responsible citizens to embrace this landmark initiative by partnering with us to facilitate the presentation of *Portugal - An Adventure of Discovery* to the people of Portugal and to the world



## Portugal: A New Vision

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Founded upon the principles of innovation and excellence, *Portugal - An Adventure of Discovery* offers a host of positive attributes:

- Critically acclaimed for its incomparable quality
- The first HDTV film ever produced about Portugal.
- The first book of aerial photography encompassing the entire country
- The first multimedia initiative of its kind in Europe
- The largest gathering of international artists ever assembled to celebrate Portugal
- The largest collection of HDTV imagery of Portugal, Madeira and the Azores ever created
- Universal appeal with products available in Portuguese, English, Spanish, French and German
- Strategic partnerships in place with key international broadcasters
- Designated 'culturally relevant' by the Portuguese Ministry of Culture
- Innovative platforms for the promotion of trade and tourism

*Portugal - An Adventure of Discovery* is a comprehensive media package ideally suited to promote your message of corporate responsibility while offering unlimited marketing possibilities. Partnership with *Portugal - An Adventure of Discovery* offers an unprecedented opportunity to align your company with a diverse and unique range of products and initiatives that will increase your visibility, awareness, reputation and market presence.

***'This is a momentous opportunity to communicate your corporate message while highlighting your commitment to innovation, excellence and social responsibility'***



## *Portugal – An Adventure of Discovery*

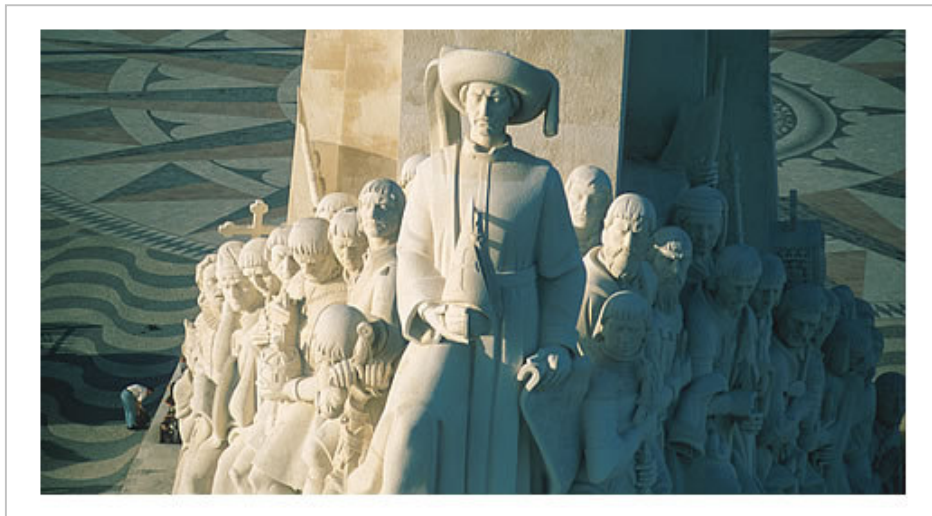
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### *One Hour Television Special*

During the Age of Discoveries, Portugal was a leader in world exploration. Portuguese navigators followed the trade winds and tides to Africa, the Americas, Asia and home again. Now that same sense of discovery is focused inside Portugal's own borders — its natural beauty, rich history and contemporary charm. The face of Portugal has never been captured with such elegance. The spirit of Portugal has never been portrayed more eloquently.

*Portugal - An Adventure of Discovery* is the collective work of top aerial photographers using specially equipped helicopters and HDTV cameras. Hi-Vision chose PBS affiliate KCTS as a production partner because of its proven leadership in HDTV aerial cinematography. Our mission was to tell the story of Portugal in the most riveting and enduring images possible. Hundreds of hours of flying cover the mainland, the Azores and Madeira. Stone castles and cathedrals, sprawling vineyards and cities, Portugal's eternal alliance with the sea- all sumptuously filmed in HDTV. Distilled into one spectacular hour, the narration and musical score feature Portugal's leading talents. Every frame, every note and every word define Portugal with passion.

Produced in English, Portuguese, French,  
Spanish and German versions.  
Global broadcast begins summer 2005.



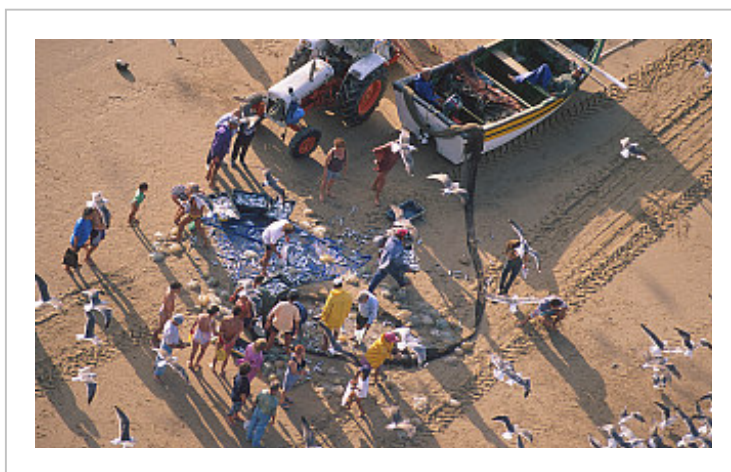
## *Portugal - An Adventure of Discovery* *Demographics and Distribution*

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Lively and captivating, *Portugal - An Adventure of Discovery* holds universal appeal. Audiences of all ages and backgrounds expressed awe at the spectacular beauty of this film when shown during a preview at ICEP's (The Portuguese Tourism and Trade Commission) *Perfil de Portugal* in Madrid. With a projected visitor count of 8,000 people, all expectations were overwhelmingly exceeded when over 100,000 visitors lined-up to view the 15 minute version of our film, which played at the temporary pavilion for a limited 2 week engagement.

The international broadcasts will reach the highest quality audiences in their respective countries. Broadcast arrangements have already been secured with RTP (Radio Televisao Portuguesa), Portugal's public broadcast network and affiliates of PBS, the public broadcasting service of the United States (see Appendix 2). Numerous national and international broadcasters have expressed interest in acquiring the program, including The Travel Channel, Discovery International, and several digital channels. With full sponsorship, we can ensure that the program reaches the greatest possible audience by granting television networks unlimited broadcast rights.

Designed for a global audience, both the broadcast and DVD/Home Video versions of *Portugal-An Adventure of Discovery* are available in five different language versions: English, Portuguese, Spanish, French and German



## Portugal-An Adventure of Discovery Market Reach

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### Television Special

**32 000 000 - 53 000 000** viewers worldwide based on conservative estimates for initial broadcast.\*  
**65 000 000 -105 000 000** viewers over five-year broadcast cycle.\*\*

#### Television Households:

*The following numbers represent a total potential audience of over **one billion** viewers based on an average of 2.3 viewers per household.*

North America	130 400 000
Germany	52 000 000
France	36 000 000
UK	32 500 000
Spain	18 500 000
Portugal	3 300 000
Japan	88 000 000
Italy	33 000 000
Scandinavia	13 700 000
Brazil	40 000 000
Benelux	12 250 000



**Total: 459 650 000**

\* With a projected 3-5 rating, or reaching 3-5 percent of available viewing households.

\*\* The initial audience number will increase significantly through multiple broadcasts of the program over a five-year period and should reach between **65 000 000 and 105 000 000 viewers** worldwide. Not included in these figures are audience numbers for numerous other countries including PALOPS, Venezuela, South Africa, Australia and China amongst others.

#### Videotapes/DVDs

*Projected Viewing Audience: 1.5 million*

The rapidly expanding market for home videos and DVDs now exceeds 13 billion globally in yearly sales. We are uniquely positioned to benefit from exposure in this lucrative market. Our products will be promoted in televised pledge programs, throughout our website, on our Portugal Discovery Tour, and at Digital Theatres in Portugal. An average of 5 viewers will see each DVD and Video, providing optimum visibility for your corporate logo and message.

### **Website/Online Community**

*Projected Internet Hits: 100, 000 weekly/5.2 million annually*

We are positioned to take full advantage of the enormous potential offered by the Internet. Our innovative cross-collateral marketing campaign embraces the digital age and spans all media channels. We will promote our web site via television, on our product packaging, in our Digital Theatre venues, and through the Portugal Discovery Tour. Our reach will extend around the world and a global audience will have continuous access to our message, products, and partners.

Our unique and ongoing global discussion forum, with its focus on topics related to Portugal, will provide additional motivation for visitors to return to the site regularly, increasing the visibility of those involved with this one of a kind project.

### **Deluxe Hardcover Book**

Our deluxe hardcover book contains over 250 stunning aerial photographs; inspiring essays by nine of Portugal's foremost writers and poets; and a forward by Portugal's father of democracy. The book is available in Portuguese, English, Spanish, French and German versions.

### **Audio CD Soundtrack**

The soundtrack to the one-hour documentary is an inspiring symphonic representation of the images that it accompanies. Composer Jorge Quintela draws his inspiration from the flow of the program, emphasizing the classical sounds of the Iberian Peninsula through the use of traditional Portuguese instruments and rhythms. The CD is divided into ten selections, each representing a distinct region of Portugal.

## **Digital Theatre**

***Projected Annual Attendance: 600,000 (Portuguese and in-country tourists)***

Digital Theatre represents the ultimate cinematic experience and public venues such as museums, interpretive centres, historical landmarks, and other visitor attractions have come to recognize this innovative format as a major tourist draw, each venue attracting between 480 thousand and 1.2 million visitors annually. The 15-minute version of *Portugal - An Adventure of Discovery* was conceived to be showcased in these locations, and has already enjoyed tremendous success at world expos, trade fairs, and diplomatic events. Our first Digital Theatre will be located in Lisbon, with future installations planned in the Algarve, Porto and Fatima.

## **Portugal Discovery Tour**

***Projected Attendance: 2.6 Million (National, Educational and World Tours)***

Projected onto a giant screen in true to life HDTV technology, Portugal takes on a new dimension of breathtaking beauty, until now unimagined. The *Portugal Discovery Tour* will bring the one-hour version of the film to municipal theatres, school and University auditoriums, and big screen Digital Theatre venues across Portugal, major European cities and Portuguese communities around the globe. With a total expected audience of over 2.6 million, the traveling exhibition will treat spectators to a moving and awe-inspiring view of a fascinating country and its culture. The sponsor will forever benefit from association with this unforgettable experience.

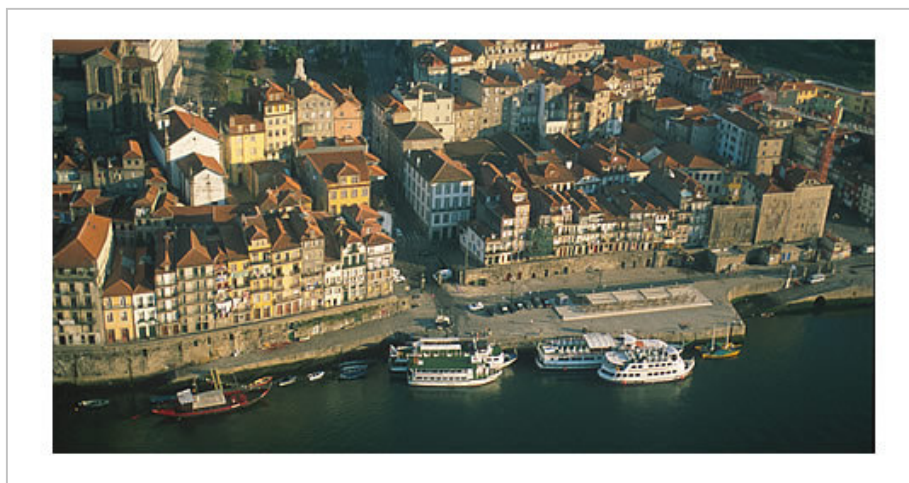


## *Portugal - An Adventure of Discovery*

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### *A Strategic Opportunity for your Company*

Rarely does a partnership opportunity offer the number of platforms, shelf life, inspiring message, positive brand association and prestige that *Portugal - An Adventure of Discovery* combines in one package. With international channels of distribution secured, including an Internet presence and television broadcast agreements, this project offers clear windows of opportunity to promote your company, and your country. An historic and enduring celebration of country, this project of unsurpassed quality promises to rekindle an intense pride in Portugal and its future. Partnership with *Portugal-An Adventure of Discovery* represents an exceptional platform for you and your company to contribute significantly to the socio-economic development of Portugal and the Portuguese people. As a partner, your company will be seen as a leader in a new age of Portuguese innovation and excellence. Your company will also benefit from the favourable tax benefits accorded to those who sponsor the project due to its designation as “Culturally Relevant” by the Ministry of Culture. Now is the time for us all to come together as a nation – to go beyond dialogue and take action. Your involvement is important, and we invite your participation in realizing the full potential of this landmark initiative.



## High Definition Television: The Dawn of a New Era in Film and Video Technology

*Portugal - An Adventure of Discovery* was filmed in revolutionary High Definition video, otherwise known as HDTV. Think of HDTV as the pinnacle of image technology, the new world standard in television and video production, offering the viewer razor sharp images, glorious colours and astounding visual clarity.

An HDTV picture is the crispest, clearest, highest- resolution television and video technology currently available, presenting the world just as the human eye sees it. While standard television offers 525 scan lines of video information and only 2 channels of stereo sound, HDTV pictures are comprised of 1,080 scan lines and 5 surround sound channels, resulting in dramatically superior image and audio quality. And, with a wider 16:9 screen ratio, similar to a movie screen, High Definition is the technological format of the 21<sup>st</sup> century and the greatest advance in television imaging since the invention of the colour television.

High Definition is the perfect medium for portraying the stunning landscapes and vistas of Portugal. Recording images so true to life you'll feel the spray of the Atlantic on your face as you swoop over the rocky cliffs of the Portuguese coast. *Portugal - An Adventure of Discovery* is the first production about Portugal created with HDTV technology.

HDTV is the broadcast standard in Japan and the digital standard in North America.

RTP is Portugal's national public media network whose primary channels include RTP 1; the country's leading public broadcaster; RTP 2, a public service channel devoted to culture; and RTP International, the satellite channel providing a communications bridge between Portugal and all major Portuguese communities around the world. With its dedication to public service and quality programming, RTP provided invaluable assistance in insuring that *Portugal - An Adventure of Discovery* accurately and eloquently captured the essence of Portugal and its heritage. As our co-production partner RTP is committed to broadcasting *Portugal - An Adventure of Discovery* in a desirable primetime slot.

On any given day, RTP's primetime programming is watched by approximately one-third of the available viewing households.

### **PBS/America – An Overview of Audience Reach**

Highly affordable, the cost per thousand for sponsorship of a PBS program is **less than half** the cost of advertising on commercial television, and public TV offers an uncluttered environment where your message will stand out from the rest.

Acknowledged as a leading media brand the world over PBS affords an exceptional opportunity for sponsors who seek to position themselves as corporate leaders. A recent study has proven that sponsors are well rewarded for associating their products and services with PBS, benefiting from the "Halo Effect" of positive brand association.

- 82% of PBS viewers believe that PBS sponsors are industry leaders
- 74% of PBS viewers believe that PBS sponsors are committed to quality and excellence
- 93% of PBS viewers believe that PBS sponsors provide a public service
- **62% of PBS viewers are more likely to purchase PBS sponsors' products**

The PBS audience is a much sought after demographic. Educated and influential, these viewers are discriminating in their television viewing and highly committed to quality programming, making them difficult to target through more traditional marketing channels. PBS' viewers are best reached through sponsorship and are attractive because of their purchasing power and strong loyalty to public television and its affiliated sponsors.

## Appendix 3 – Production Team Biographies

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An initiative as bold and unique as *Portugal-An Adventure of Discovery* could not have been realized without the talent and dedication of our critically acclaimed team of filmmakers, photographers, writers and artists.

### **Marc Pingry**

#### ***HDTV Cinematographer***

Marc Pingry is an innovator in HDTV aerial cinematography and winner of 17 regional Emmy Awards. With over 20 years of experience behind the lens, Marc has worked on many other successful projects including *Over Canada*, *Over Alaska* and *Over Beautiful British Columbia*. Marc considers *Portugal-An Adventure of Discovery* his best work yet.

### **Russ Heintl**

#### ***Photographer***

Combining his artistic talent with a love of aviation, Russ Heintl has earned an international reputation as a specialist in aerial photography. Working almost exclusively from helicopters, Russ has captured images for a number of books and publications around the world, including the critically acclaimed *Over Canada*, and is the official photographer of the Canadian Armed Forces' *Snowbirds* aerobatics team.

### **Jeff Gentes**

#### ***Producer/Writer***

Jeff has been writing, producing, directing and editing high quality programming for over 25 years and was instrumental in composing the moving and powerful narration for *Portugal-An Adventure of Discovery*. He has been involved in numerous HDTV productions for KCTS and its partners, including the phenomenally successful *Over America* series, for which he has been recognized as an industry leader.

### **Fernando de Simas**

#### ***Producer, RTP***

A producer with our co-production partner, RTP, Fernando has over thirty years of experience in all aspects of television and film production. He is a pioneer of HDTV productions in Portugal, including a documentary about acclaimed Fado singer Amalia Rodrigues.

### **Jorge Quintela**

#### ***Composer***

Jorge began playing piano at the age and initiated his recording career by the age of seventeen. He has worked with many of Portugal's top performers including Carlos Guilherme and Dulce Pontes and his song Lusitana Paixao, won first prize at the Portuguese National song festival. Jorge currently composes and produces film, television and advertising soundtracks.

**Ruy de Carvalho**

*Narrator - Portuguese Version*

As Portugal's most recognized and beloved theatre, film and television actor with a distinguished career spanning over 50 years, Ruy lends his unique voice to bring the Portuguese narrative to life.

**Mario Machado**

*Narrator - English Version*

A highly respected producer, broadcaster, anchor and actor honoured over his 35-year career with multiple Emmy Awards, Mario eloquently narrates the English language version of the film.

**Alice Ikeda**

*Producer, KCTS*

Alice is a producer at Intris HD, where she has gained extensive experience dealing with the challenges of HDTV at all stages and levels of production. In addition, Alice has also been involved with numerous High Definition productions for NHK Japan.

**Robert Brunelle**

*Engineer, HDTV*

Accomplished in all areas of HDTV production, our digital colourist has over 10 years of experience in HD Engineering, and is the recipient of several international awards for his outstanding work, including an Emmy for his work on Over Canada.

*Portugal-An Adventure of Discovery*

**Authors**

Nine of Portugal's foremost writers and poets were invited to contribute to the *Portugal-An Adventure of Discovery* hardcover book. The resulting heartfelt essays capture the spirit of each distinct region. The authors include:

**Antonio Alcada Baptista**

Author of various works, such as *Os Nos e os Lacos*, *Catarina ou o Sabor da Maca* and *O Riso do Deus*, Mr. Baptista is active in many European cultural movements and holds several posts of cultural relevance. He continues to write regularly for several publications.

**Antonio Manuel Couto Viana**

Poet, dramatist, essayist, memoir writer, gastronome and author of children's books, Mr. Viana's highly praised writing has been published in thirty volumes of poetry and more than sixty other volumes, many of which have been translated into English, French, Spanish and Chinese.

**Fernanda Botelho**

Ms. Botelho first appeared on the literary scene in 1950 with a book of poetry. From that moment she has accumulated literary awards as a fiction writer, as well as writing chronicles and literary reviews.

**Manuel Alegre**

The most melodic of Portuguese poets, Mr. Alegre began writing early in life and started a newspaper while still attending secondary school. He has held several Government posts, and is currently a Member of Parliament. Among other works, he has published *Praca da Cancao*, *O Canto e as Armas*, *Coimbra Nunca Vista* and *Senhora das Tempestades*.

**Helia Correia**

First published in 1968, Ms. Correia's writing has included poems, and small texts of prose in anthologies and literary pages. Her first novel *Separar das Aguas* appeared in 1981. *A Fenda Erotica*, *Perdicao* and *Insania* are some of her other works.

**Urbano Tavares Rodrigues**

Translated into numerous languages, Mr. Rodrigues has received several literary awards, and among his most well known books are *Bastardos do Sol*, *As Aves da Madrugada*, *Contos da Solidao* and *Violeta e a Noite*.

**Lidia Jorge**

University teacher and lecturer, Ms. Jorge's books have been translated into several languages. *O Dia dos Prodigios*, *A Costa dos Murmuros* and *A Macon* are some examples of her work.

**Joao de Melo**

Mr. de Melo has taught literature and published several essays on the writings of authors from the Azores. His vast literary output of stories, essays and novels, includes *Toda e Qualquer Escrita*, *O Meu Mundo Nao e Deste Reino* and *Gente Feliz com Lagrimas*.

**Isabel Aguiar Barcelos**

Graduate of modern languages and literature at the University of Classics in Lisbon, Ms. Barcelos' books *Sandalias do Tempo*, *Revelacoes*, *Anjos de Asas Verdes* and *Viagens no Pais dos Sonhos* have all been published since she made her literary debut in 1991 with a book of poetry.