



PARTNERSHIP OPPORTUNITIES

PRESENTED TO



MAY 2022

BEING UNSTOPPABLE WITH FOX

At FOX, we are proud of our roots as a fledgling media company in the 80s and the **drive and persistence** it took to become the culture-piercing broadcast network we are today.

We know the **hustle and adaptability** that it takes when you're just starting out, and it's that same **unstoppable mentality** that we admire so much about the UPS Store brand.

We are excited to present a few thought starters aligned with our slate of incredible shows in Fall 2022 to **help The UPS Store reach SBOs** and encourage our fans to **take the leap to small business ownership** with UPS.



STRATEGIC APPROACH

Together we can amplify the launch of your new creative messaging and...

GET:

Small Business Owners



TO:

Discover The Range Of Products And Services At Their Local UPS Store



BY:

Creating Entertaining Utility Content Aligned With Hit FOX Programming



THOUGHT STARTERS

HELL'S KITCHEN

Show Overview

World-renowned chef Gordon Ramsay returns for the 21st season of *Hell's Kitchen*, putting aspiring chefs through rigorous cooking challenges and dinner services at his restaurant, "Hell's Kitchen."

Each week, the competition gets hotter as contestants are put to the test, learning **the unstoppable grit** it takes to be a restaurateur – from creating **incredible dishes** to designing **enticing menus** – while battling to become Gordon's next head chef.

PRODUCTION DETAILS

AIRING

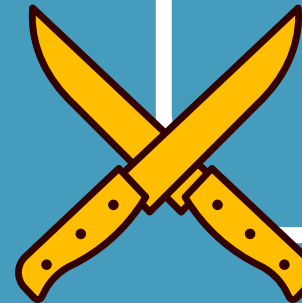
Fall 2022

TALENT

Gordon Ramsay

PRODUCTION

A. Smith & Co.
ITV Entertainment



UNSTOPPABLE TIPS FROM HELL'S KITCHEN

Custom Content Series | SBO Community Page | Prize Giveaway

Having learned to **be unstoppable** through their experiences in *Hell's Kitchen*, many former contestants have gone on to create their own successful businesses. In a commercial-time custom content series, these former *Hell's Kitchen* contestants return to **discuss the business ventures they've created since leaving the show** and share a few tips and tricks for anyone who's ever thought of starting their own small business!

Each piece would challenge aspiring SBOs to **be unstoppable** by showcasing the former contestants' **persistence, drive, and ability to adapt** to any obstacle with the help of the offerings from their nearest UPS Store.

The series would include a QR code driving to a UPS SBO landing page where fans can learn more **tricks of the trade** from UPS and share their own entrepreneurial advice for the **chance to win \$25k** to build their own **small business!**



THE GREAT NORTH

Show Overview

The Great North follows the day-to-day Alaskan adventures of the Tobin family as single father Beef struggles to keep his kids close while they navigate classic family issues like **running a family business**, kids' eternal battle for independence, and days of 24-hour darkness.

PRODUCTION DETAILS

AIRING

Broadcast Season 22-23

TALENT

Nick Offerman
Jenny Slate
Will Forte
Megan Mullally

PRODUCTION

20th Television
Bento Box Entertainment
FOX Entertainment



CELEBRATING THE GREATEST SMALL BUSINESSES IN THE NORTH

Content Series

In a contextually-aligned custom content series, we'll celebrate the **unstoppable stories of real-life Alaska-based small businesses** to inspire fans in commercial time. This branded series would **demonstrate how UPS understands the experiences and challenges that SBOs face** with an **optimistic and uplifting** tone. Let's work together to identify small businesses we can showcase along with the **breadth and depth of services at The UPS Store.**

Sample Business

The Salmon Sisters is a successful small business that offers fresh caught Alaskan salmon along with a plethora of unique gear and clothing. We could showcase how they use The UPS Store to help them run their business and ship quality products all over the world.



HOUSEBROKEN

Show Overview

HouseBroken is an irreverent look at human behavior but told through the filter of a quirky group of neighborhood pets.

Throughout the series, the show centers on the pets' dysfunctional relationships and their skewed worldview, while exploring relevant societal issues in fun and unique ways.

PRODUCTION DETAILS

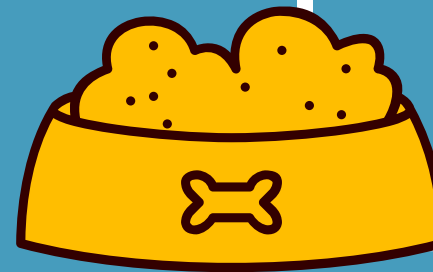
AIRING

Holiday Specials 2022
Series 2023

TALENT

Lisa Kudrow
Will Forte
Tony Hale
Clea DuVall

PRODUCTION
FOX Entertainment



HOUSEBROKEN'S SMALL BUSINESSES CHRISTMAS!

Custom Animated Short

With *HouseBroken's* Christmas specials on the horizon, why not create a custom **animated short in the *HouseBroken* universe... centered around a UPS Store location!** Produced by the creative minds behind the show, the short would run in commercial-time during the holiday season and potentially point to tips on how to use **The UPS Store's incredible offerings.**

Potential Concept

Christmas is around the corner and Honey and the gang have gotten into some jingle bell hijinks – purchasing copious amounts of goodies from online small businesses! After the pets order a bizarre array of gifts for themselves, our story centers on **UPS Store workers helping the influx of SBOs** get all the gifts out in time, using the store's offerings. They have no clue who in the world ordered a ream of bespoke shredded paper (spoiler alert: it was Nibbles the hamster), but with The UPS Store, these SBOs can tackle even the most outlandish order!


**Note: Creative is for illustration purposes only. If interested, we will work with the studio to develop an idea that works creatively for the show and UPS.*





DISCLAIMER

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**THANK
YOU!**

