



**SON DURAK**

**JOIN US**



# About US

Son Durak, which has succeeded in reflecting the Turkish community's customs, traditions, values and entertainment culture throughout Europe and Turkey, has been continuously broadcasting since 2004 on Euro D, one of the biggest Turkish TV channels, from the capital of England, London.

Our vision has been progressing year on year. Our programmes are viewed by millions of Turkish nationals in more than 70 countries worldwide including all of Europe (Germany, Belgium, France and Netherlands etc) and Turkey. We broadcast every Sunday at 12:00 London local time and a repeat goes out every Wednesday at 22:00.

Son Durak addresses people of all ages and from all walks of life by bringing a vast variety of topics to its viewers' homes; from law to health, fashion to beauty, cooking and cinema.

By working with large companies who have made a success of themselves in their own fields, Son Durak aims to enrich people's lives with programmes that are informative, educational while being entertaining at the same time.

In line with our above mission statement, our legal adviser and successful lawyer Serpil Eran educates our viewers, who live or intend to live in the UK, on the current law and pending changes in the law, what these mean and how these will affect them.

The Queen's honour award recipient Dr. Teoman Sirri MBE continues to enlighten the audience with his experience and specialty in many different subjects of the healthcare and provides information on the recent developments in medicine together with advice on how to live a long and healthy life.

One of the most popular section of Son Durak however is cooking with Hüseyin Özer. He hosts us in one of his restaurants and shares a new delicious recipe every week that his viewers could try out while he demonstrates the preparations.

In addition to above, Son Durak provides the opportunity to discover and learn about various trendy restaurants and entertainment centers in London and Europe. The programme explores social life in big cities up close.

With over 3000 hits weekly and its constantly increasing rating figures, Son Durak's own advertising clip is broadcast 40 times a week in between the most popular programmes such as Fatmagulun Sucu Ne?, Oyle Bir Gecer Zaman Ki, Beyaz Sov which mentions within it the names of the companies taking part in our programme.





# Sponsor ship

## **OUR SPONSORSHIPS and PRICING POLICIES**

### **KEY SPONSORSHIP**

#### ***What is key sponsorship?***

The name and logo of the key sponsor is broadcast at the beginning and the end of the programme and also in between commercials as well as featuring on our website.

The key sponsor will be introduced at different stages of our programme as follows:

- At the beginning; '..... sponsors Son Durak' and the sponsor's name, logo and contact details will be displayed for at least 15 seconds.
- During commercials; 'Son Durak, in sponsorship with, ..... will continue after the commercials' and also ' Son Durak, in sponsorship with, ..... continues'
- At the end ; ..... sponsored Son Durak'
- In addition; 'in sponsorship of ..... in Son Durak this week' is mentioned 40 times during Son Durak's own advertising trailers.

#### **Key Sponsor Price Policy**

The cost associated with a key sponsorship is £2000 per programme.





# Sponsor ship

## ***SUB-SPONSORSHIP***

### **What is sub-sponsorship?**

The length of the sub-sponsor's clip can vary between 5-6 to 10-12 minutes depending on their requirement. Within this chosen time period, the sub-sponsor company is introduced by either the owner/director or by a person holding a senior position within their organisation. They would be explaining what their customers would want to know about their products or services together with any promotional offers that might be available in order to attract and gain the sympathy of their prospective customers.

Internal and external filming of the establishment is also shown to help create customer awareness. The sub-sponsor's contact details; telephone numbers, business and web address etc is continuously displayed on the screen throughout this period.

Interviews, supported by HD quality filming and by plain yet striking narrations, also include sponsor's customers' reviews for more effectiveness and attraction.

Sub-sponsors' details are also broadcast on Son Durak's own advertising clip 40 times a week in between the most popular programmes and also on Son Durak's website.

The filming is done in an entertaining manner rather than on a pure commercial basis to avoid viewers "zapping" that normally takes place during commercial breaks.

Turkish Bank, T&T, Bellona and Dođtaş Mobilya are amongst some of the big names that Son Durak works with. With our highly skilled and talented personnel, Son Durak helps to create that extra customer sensitivity and product awareness for their sponsors.





# Sponsor ship

## *Sub-Sponsor Pricing Policies*

Period	Duration	Price	Week	Total Cost
1 week	5 minutes	£750		
12 weeks	5 minutes	£750 x 12		= <del>9,000</del> £7,500
52 weeks	5 minutes	£750 x 52		= <del>39,000</del> £30,000



Contact  
US

for more information:  
[info@sondurak.co.uk](mailto:info@sondurak.co.uk)

contact us by phone:  
+44 (0) 20 3397 2575  
+44 (0) 79 5828 4757

for sponsorship:  
[pr@sondurak.co.uk](mailto:pr@sondurak.co.uk)

our web site:  
[www.sondurak.co.uk](http://www.sondurak.co.uk)