

the gps girl®



Karen
Jacobsen



A New Web TV Series | Pilot Season | Hosted Travel Show

Navigating New York with The GPS Girl®

Interviews with dynamic guests | Out and about in New York City | Savvy New Yorker tips

Premieres September 23rd, 2013

Season Premiere

Pilot season of Navigating New York

Premieres September 23rd, 2013, followed by weekly episodes

13-episode Web TV Series | each episode has a 3-minute duration.

Deep ties in social media and online communities {Facebook and Twitter}

Logline

Navigating New York is a hosted travel show navigated by Karen Jacobsen, The GPS Girl® whose voice is in over 100 million leading GPS systems and smartphones directing drivers worldwide as “Australian Karen”.

Synopsis

Set in New York City, New York-based Australian Karen Jacobsen interviews dynamic guests about their experiences in the big apple.

With an invigorating style incorporating the directions from a GPS and references to direction and drive in life, the show profiles people who have come to New York with a mission to “make it” and gives us a snapshot of their relationship with the city that never sleeps. The city provides a spectacular backdrop for their stories,

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and locations are profiled along the way.

The Host

Karen Jacobsen's speaking voice is in over 100 million GPS units giving drivers directions worldwide as "Australian Karen."

Taking that one voice-over booking and creating the lifestyle brand "The GPS Girl®", Karen gives directions for life and business using analogies from the GPS. One of her most popular principles is "Recalculating."

Through her speaking presentations, books, media appearances and at thegpsgirl.com, Karen sings, speaks and gives directions for people who want to upgrade to world class.

She has appeared on the NBC Today Show, ABC World News Tonight, CBS Early Show, and in The New York Times, NY Daily News and Glamour magazine. Karen was named one of People Magazine's Most Intriguing People in 2010.

Clients of The GPS Girl® include: Lexus, Garmin, the NY Knicks, NY Jets, Aussie Hair Care, Barnabas Health and Electrolux.

About *Navigating New York*

As a voice in over 100 million GPS devices around the world and over 40 million iPhones, The GPS Girl®, Karen Jacobsen, meets a lot of people who love to share their stories and the 'relationship' they have with Karen through their GPS devices.

They tell her all of the fabulous trips (and some of the mishaps) they've taken together on the road, with her voice at the helm.

Karen's speaking voice is in over 40 million iPhones worldwide as the voice of Australian "Siri," it seems only natural that the entire pilot season of Navigating New York will be filmed on her iPhone.

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On *Navigating New York*, The GPS Girl®, Karen Jacobsen will profile dynamic guests to discover, learn and share their story and relationship with New York; why they are here, when they came here, and which direction they are headed now – all the while tapping into the palpable energy that is New York.

Navigating New York will share savvy New Yorker tips and stories with the city itself as the backdrop. Whether you have visited New York, lived here, pined to visit, or call New York City home, *Navigating New York* and host Karen Jacobsen takes New York on the go and places viewers in the know.

This show will be a love letter like no other to the big apple.

A Snapshot of *Navigating New York*

- Karen is filming the whole series on her iPhone
- Karen wrote and sings the show's theme song
- The show will share Karen's excitement and love for New York
- The goal outcome of the show is to entertain, educate & inspire while building viewership and attracting networks
- Karen has had an obsession with travel her whole life (36 countries & counting)

Official Information for *Navigating New York*

Genre

Hosted Travel Show

Registration

WGA Registration Number: 1672751

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Episode Features

- The GPS Girl® on location in New York City interviewing a featured guest and getting the scoop on their relationship with the city.
- Savvy New Yorker travel tips for how to thrive in the city as a visitor or

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resident.

Episodic Elements Include

The GPS Girl® asking the featured guest:

- Where are you from?
- Why are you in New York?
- Give us a Savvy New Yorker tip
- Tell us an ‘it could only happen in New York’ story
- What “direction” are you headed?

Target Market

The show is geared toward:

- People who LOVE New York
- The savvy traveler
- The tourist seeking a ‘like a local’ travel experience
- New Yorkers
- Recently arrived New to New Yorkers
- Success-oriented people

The show is for people who:

- Are traveling to New York
- Have traveled to New York
- Love to watch other people travel to New York

Brand Value

Voice-over artist Karen Jacobsen is heard in over 100 million GPS devices around the world and 40 million iPhones. A singer/songwriter with eight recorded albums and a renowned performer and speaker, Aussie Karen has national and international exposure and media presence. Now The GPS Girl® will take to the streets of New York City in this new and stimulating web TV series.



Strategic Sponsorships

Available Sponsorships

- Full series Sponsor
- Brand Product Placement Sponsor

Sponsor Packages

We are looking for strategic partners interested in sponsorship, product placement and social media exposure who want to be linked to an motivated travel savvy audience.

Highway Sponsorship: 3 available at \$1000 per episode

- Product placement level available for each episode of our pilot season
- Product is placed within the episode and receives a written credit on the *Navigating New York* YouTube channel
- Keyword inclusion on your episode of *Navigating New York* YouTube channel
- Your company has access to the footage of the episode to link to your company website and for social media engagement directly with your customers

Freeway Sponsorship: 15 available at \$1000 per episode

- "This episode is brought to you by" company tag line at the end of each episode (with voice-over by The GPS Girl®)
- Each episode will receive multiple posts on the *Navigating New York* YouTube channel, Facebook group, Twitter and LinkedIn profiles
- Your company has access to the footage of the episode to link to your company website and for social media engagement directly with your customers

Expressway Sponsorship: 1 Available at \$15, 000.00

- Our major sponsorship level encompasses all 13 episodes of *Navigating New York* pilot season.

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- "This episode is brought to you by" tag line at the end of each episode (with voice-over by The GPS Girl®)
- Keyword inclusion on all episodes of *Navigating New York* YouTube channel
- Each episode will receive multiple posts on our YouTube channel, Facebook group, Twitter and LinkedIn
- Your company has access to the footage of all episodes to link to your company website and for social media engagement directly with your customers
- The potential for major sponsor giveaways
- **Opportunity for additional sponsorship level to include media tour and P.R. exposure**

Value for the Sponsor

- The GPS Girl® is an international brand across industries and sectors.
- Karen Jacobsen is a beloved voice around the world heard in over **100 million GPS devices and over 40 million iPhones.**
- A renowned singer/songwriter, voice-over artist, performer and speaker, Aussie Karen has **national and international exposure and media presence.**
- You will be associated with an energetic, upbeat, driven Personality who is literally and figuratively going places.

About The GPS Girl®

Karen Jacobsen, The GPS Girl's voice is in over 100 million GPS devices and smartphones worldwide. Karen is a transplant whose love affair with the city has seen her "Navigating New York" since 2000. Arriving with just a suitcase and a drive to make it in the music business, she booked a 50-hour voice-over job to pay the bills.

Unexpectedly, that opportunity connected Karen to millions of drivers worldwide in a familiar and unique way. Everywhere she goes, people recognize her, by the sound of her now famous speaking voice!

An award winning Singer, Songwriter, Speaker and Author, Karen has shaped The GPS Girl® brand by using directions as a metaphor for life. The brand

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motivates to embrace change by choosing to “recalculate” at any time in life, just like you can when driving your car.

From *Navigating New York* Host Karen Jacobsen...

“I moved to New York City in the year 2000 from Australia (yes, from the other side of the world) with a suitcase and a dream. I have recalculated my way through all the extremes of moving to countries on my own, surviving in New York City, building a business that turned into an international brand, setting up a home, marrying and now raising a little boy in Midtown Manhattan.

My passionate love affair with New York has not waned. I am deeply obsessed with this place that attracts the best, expects the best, and puts us to the test with all kinds of extreme conditions. One thing I know about New York City is I get to be myself here. It is the one place in the world where I can fully express every part of myself and THRIVE. People come here for a reason, to accomplish something and to make it.

Filming my first web series *Navigating New York* is the next most natural step in my New York journey. As a voice in over 100 million GPS devices around the world, I meet a lot of people who love to tell me about their 'relationship' with their GPS, and all of the fabulous trips (and some of the mishaps) we've taken together. In this new show I'll be profiling dynamic guests, finding out about their relationship with New York, why they are here, when they came here, and which direction they are headed now. We'll tap into the palpable energy that is New York.

We'll give savvy New Yorker tips and share those 'it could only happen in New York' stories. With the city itself as a backdrop we'll be on the go and in the know.”

Whether you have visited New York, lived here, pined to visit or call New York home right now, *Navigating New York* will be a love letter like no other to the big apple.

To Discuss the Sponsorship Level right for your organization
Contact: Erica Diverio of Diverio Creative
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