MADE

THE DIASPORA

Mindset Ambition Diaspora Experiences

A TVC NEWS ORIGINAL · POWERED BY VETTIFY™

SPONSORSHIP PARTNERSHIPS

Be the brand behind the story.

Three ways to put your brand inside MADE: The Diaspora, the interview series on Diaspora Connect, TVC News. Premieres December 2026.



13	Episodes in the season, each premiering on TVC News
130 to 260	Branded pieces of content from 10 to 20 per interview
Dec 2026	Premiere on Diaspora Connect

HOSTED BY Crystal I. Berger

TVC NEWS × Vettify by sbo™

MADE
THE DIASPORA

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TVC NEWS × Vettify by 360

Premieres **December 2026** on Diaspora Connect, TVC News

Put your brand inside the story the diaspora is here to hear.

MADE: The Diaspora is an exclusive interview series on TVC News' Diaspora Connect, hosted by Crystal I. Berger. Each interview airs on TVC News, then becomes **10 to 20 pieces of content** for social and podcast. Three simple ways to partner, each priced to TVC's rate card.

24M+
people reached daily across TVC television, radio and digital*

130 to 260
branded pieces of content per 13 episode season (10 to 20 per interview)

130+
thirty second TVC News 10PM spots equal the airtime value in the Presenting package

THREE WAYS TO PARTNER

One 13 episode season. Prices in naira, with approximate dollar equivalents.

EXCLUSIVE

Presenting Partner

One brand for the full season

₦40,000,000

about $29,600 for 13 episodes

- **"Presented by"** your brand on every episode open and close
- **Segment sponsorship** of MADE in all 13 episodes
- **Squeezeback and logo flash** in every episode
- Your brand on **every clip** and on The Recipe podcast
- **First right** to renew for season 2

SHARED

Segment Partner

Up to three brands

₦3,500,000

about $2,600 for 13 episodes

- **"Brought to you by"** squeezeback in every episode
- **One 15 second brand spot** per episode
- Logo on the episode page and show notes
- Mention in the season launch announcement

DIGITAL

Digital Partner

Up to four brands

₦1,500,000

about $1,100, around ₦11,500 per branded piece

- **Brand tag** on every Reel, TikTok, Short and LinkedIn clip
- Branded **quote cards** shared with each guest's network
- Sponsor mention in The Recipe podcast
- Season performance recap

YOUR HOST **Crystal I. Berger**

Hosted at the **United Nations**. Seen and heard on **over 1,300 stations nationwide** as host of *Extraordinary* on **SiriusXM**, reaching **110 million listeners weekly**. Featured guest at the **Congressional Black Caucus**. Former **FOX News** Senior Booking Producer, 140,000+ bookings.

*TVC network figure. Episode level viewership reported after premiere.

What your investment is worth, line by line.

Airtime items are from TVC's Television Rate Card. Every package is priced below its total.

PRESENTING PARTNER

13 episodes, one brand

Segment sponsorship, 10 min ~~₦3,500,000~~ each	x13	~~₦45,500,000~~
Squeezeback, 5 sec ~~₦300,000~~ each	x13	~~₦3,900,000~~
Logo flash, 5 sec ~~₦250,000~~ each	x13	~~₦3,250,000~~

TVC RATE CARD VALUE ~~₦52,650,000~~

YOUR INVESTMENT ₦40,000,000

You keep **₦12,650,000** in value.

SEGMENT PARTNER

13 episodes, shared

Squeezeback, 5 sec ~~₦300,000~~ each	x13	~~₦3,900,000~~
15 sec spot, 7pm to 12am ~~₦50,000~~ each	x13	~~₦650,000~~

RATE CARD VALUE ~~₦4,550,000~~

YOUR INVESTMENT ~~₦3,500,000~~

You keep **₦1,050,000** in value.

DIGITAL PARTNER

The content engine

Branded clips 10 to 20 per interview	x13	130 to 260
Guest network quote cards	x13	13+

COST PER PIECE ~₦11,500

YOUR INVESTMENT ₦1,500,000

Priced per piece. Not on TVC's rate card.

130+

thirty second spots in the **TVC News 10PM bulletin** equal the Presenting package's rate card value.

13 + 130

13 premieres, then **130 to 260 clips** that keep your brand in front of viewers after air date.

TERMS AT A GLANCE

- 13 episode season. Dollar amounts at about ₦1,350 to $1.
- Prices are proposed and subject to TVC confirmation. VAT is extra.

Reserve your category before the premiere.

Presenting Partner is one brand only.

Crystal I. Berger
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