



AIRING
WEDNESDAYS 8P

HOST
NICK CANNON

PANELISTS
JENNY MCCARTHY
NICOLE SCHERZINGER
KEN JEONG
ROBIN THICKE

PRODUCTION
FOX ALTERNATIVE ENTERTAINMENT

DISTRIBUTION



THE MASKED SINGER

TV's #1 entertainment show, THE MASKED SINGER, returns for its sixth season, featuring all-new secret celebrities and the return of "wildcard" contestants crashing into the competition and upending the battle for the Golden Mask trophy!

The Emmy Award-nominated singing competition features host Nick Cannon, alongside clue-driven panelists Jenny McCarthy, Nicole Scherzinger, Ken Jeong and Robin Thicke.

THE MASKED SINGER features celebrities facing off against one another with one major twist: each singer is shrouded from head-to-toe in an elaborate costume, complete with full face mask to conceal his or her identity.

PARTNERSHIP OPPORTUNITIES



CUSTOM COMMERCIAL-TIME CONTENT



SOCIAL CONTENT + AMPLIFICATION



STRATEGIC DIGITAL MEDIA PLACEMENTS:

- Absolute 'A' Sponsorship
- Interactive Video Placements
- Twitter Pre-roll Clip Sponsorship



Absolute 'A' Sponsorships + Co-Branded Promos

This proposal and all information contained herein is proprietary and confidential to FOX and may not be shared, distributed or otherwise used in any manner without the prior written authorization of FOX. Concepts and images for conversation purposes only. Subject to studio, producer, and talent approval. All content is casting contingent and all content/assets should include show tune-in. Concepts are subject to final legal, creative structure, and license fees. Exact elements to be mutually agreed upon with FOX, Production, Talent, and Brand. Costs will vary based on execution.

