

# FOX Weather Sponsorship Opportunities



SEASONAL

# FOX Weather: 2023 Editorial Calendar

Reach Users During Key Weather Moments Throughout The Year



Q1'23

12/26-3/26

WINTER  
ACROSS  
AMERICA  
THEME WEEK

March 2023

★AMERICA★  
TOGETHER  
STORM SURVIVORS

2/12



Q2'23

4/17-4/23



5/22-5/26

HURRICANE  
SEASON  
Theme Week

4/22-6/30

ALLERGY  
REPORT

Q3'23

July 4<sup>th</sup> Timing



7/15-9/5

BACK to School  
FORECAST

9/1-9/30



Q4'23

6/30-11/30

TRACKING THE TROPICS  
HURRICANE HQ

9/8-12/25



11/17-11/28

ON THE MOVE  
America Travels Theme Week



# FOX Weather Top 10 Partnership Opportunities

Resonate With A Wide Range of Weather-Focused Lifestyle Content



## FOX Weather Heroes



We're saluting the brave heroes that emerge in weather moments by putting their lives on the line for others

## America Prepares, Responds & Recovers



Three core series capture how communities handle disaster from preparation to response to recovery

## This Day In Weather History



Leveraging the FOX archives, we are taking a look at the role weather has played in major world events

## FOX Weather Studio



Brandable elements in-studio at America's Weather Center provide unparalleled exposure

## Sunrise Snapshot



FOX Weather brings a smile to homes across the country with a snapshot of a beautiful sunrise sent in by viewers

## Off The Grid: Camping Series



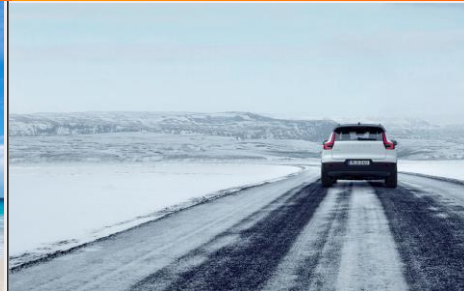
For campers, it's rain or shine—FOX Weather provides all the tips they need to make the most of life outdoors

## Wish You Were Here Cam



Inspire users' next getaway with live shots from a dreamy warm weather destination across the nation

## Safety Report



Give Americans the tools they need to stand up to any weather that comes their way with a helpful safety series

## FOX Weather Terrace



Kick off the season with a custom build out on FOX Square featuring the chance to show off your products

## America Goes Green



American companies are *going green*. We showcase what the brands are doing and how it impacts our environment



EVERGREEN

# FOX Weather Forecasts For Everyone

Tap Into Users' Core Passion Points With Wide Ranging Weather Forecasts



HITTING THE LINKS GOLF  
FORECAST



FISHING FORECAST



DOG WALKING FORECAST



ON THE SLOPES SKI FORECAST



BEACH FORECAST



FARM FORECAST



DANCE PARTY FORECAST



OVERNIGHT FORECAST

# Red Cross Giving Day Sponsorship

FOX WEATHER | MARCH 23 2023

The American Red Cross does so much for people all around the world—helping them prepare and recover from natural disasters big and small.

And every year, on Red Cross Giving Day, we spread the word of the donors, volunteers and people with life saving skills who have stepped up to help those in need.

Join us for this very important mission as we dedicate a full day to doing good, by sharing important stories of Red Cross efforts, and seeking to raise money for this important cause.





# America Together: Storm Survivors

FOX WEATHER | MARCH 2023

FNM’s highly successful “America Together” franchise comes to FOX Weather to shine the light on Americans who stepped up to help their neighbors or their loved ones during challenging weather moments.

In a week-long winter series, we’ll spotlight **Storm Survivors**: real stories of people and communities who have overcome the odds and found ways to prosper after tragedy.



# Allergy Report

FOX WEATHER | MARCH-JUNE

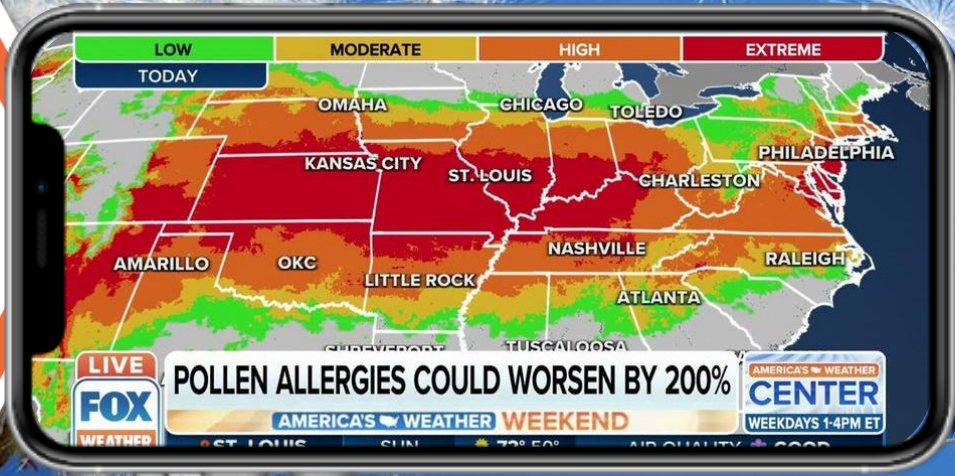
Seasonal allergies got you down? Partner with FOX Weather to ensure our users are prepared for all kinds of allergies that could impact their daily life.

FOX Weather will continue to provide users with their weekly forecast across the country before informing viewers on how weather may impact their allergy symptoms.

Content could include:

- Days or weeks with high pollen counts across the country
- Steps to take to manage allergy symptoms
- What to do during peak allergy season.

ALLERGY  
REPORT





# Earth Week Across America

FOX WEATHER | 4/22-4/29

Too often we take for granted this spectacular place we call home—but not anymore. In honor of Earth Day this April, FOX Weather is dedicating a **full week** to content that celebrates our planet. Across our live stream, website and social, we'll explore nature's most amazing features and ways to preserve our planet.

“Earth Week Across America” features may include: beautiful sights and sounds across the world, cleanup efforts to reduce waste and pollution, special Earth Day forecasts, and so much more.

EARTH  
WEEK





# Proud American: FOX Weather Salutes

FOX WEATHER | JULY 4<sup>TH</sup> THEME WEEK

FOX News Media’s signature franchise “Proud American” captures the pride, patriotism, and spirit that’s at the core of our brand. And this big tentpole series is headed to FOX Weather.

In a special Proud American theme week surrounding the July 4<sup>th</sup> holiday, FOX Weather will reach fans with patriotic segments that could include:

- Weather updates from July 4<sup>th</sup> celebrations across the country
- Forecasts from military facilities across the nation
- Profiles of how the weather impacts military member jobs, weather *and more feel-good stories*



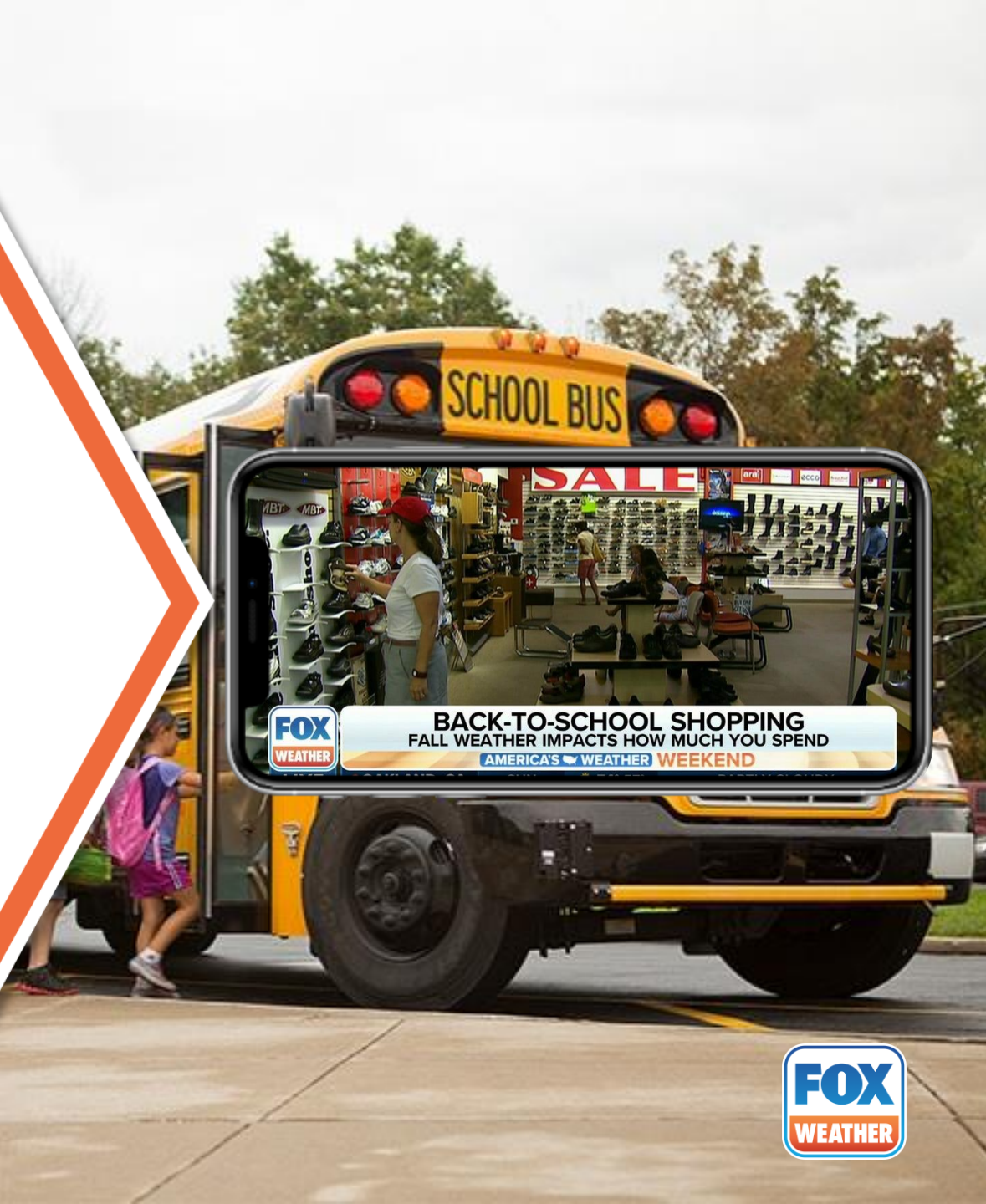
# Back to School Forecast

FOX WEATHER | 7/15-9/5

Every year summer seems to fly by and school is already back in session. And, depending where you live, the school year can start in early August.

FOX Weather's Back to School Forecast will provide parents, educators, and students with conditions to help prepare for weather headed their way. PLUS, FOX Weather is even giving specific schools a shout-out as they head back to the classroom.

BACK to School  
FORECAST





# National Preparedness Month

FOX WEATHER | SEPTEMBER 2023

Major weather events have enormous—and incredibly damaging—impacts on communities. But taking proactive steps to be prepared can go a long way at protecting yourself and your loved ones.

During National Preparedness Month, your brand will be front & center surrounding essential content like:

- How to prepare ahead of big storms
- How to be safe in various serious weather conditions
- Helping communities after big storms





# Game Day Forecast

FOX WEATHER | FALL 2023

Rain or shine doesn't stop fans cheering on their favorite sports teams. As the Football season kicks off, FOX Weather will ensure sports fans are ready for whatever weather the day brings with our "Game Day Forecast".

This series will look at weather predictions for sporting events across the country as well as how certain players will react to different conditions.

By surrounding this content, your brand will gain awareness in a must-see environment this fall & winter season.





# America Travels Theme Week

FOX WEATHER | THANKSGIVING WEEK

There's no bigger travel season than the holidays. Every airport and major road in the country is busy as people across America make their way home to their loved ones or set off for their winter vacations.

And the weather is arguably the most important factor in helping things go according to plan.

In this week-long event surrounding Thanksgiving & Christmas, FOX Weather will provide viewers across the country with the forecasts they need to get where they're going.





# On The Snow: Ski Forecast

FOX WEATHER | 12/26-3/26

Skiers and snowboarders have one thing in common: the desire for fresh powder for an upcoming trip. From blue bird days to a light dusting, these conditions can impact a day on the slopes tremendously.

With FOX Weather’s “On The Snow” forecast, we’re providing conditions at top resorts across America to help our audience prepare for an upcoming trip.





# FOX Weather Heroes

FOX WEATHER | ALL YEAR

Heroes can be defined in unexpected moments like major weather events.

In a special series, we salute heroes as FOX News Meteorologist Janice Dean takes a trip to the frontlines to profile amazing stories of America's first responders who endure the worst elements to save lives of others.



# This Day in History

FOX WEATHER | ALL YEAR

Weather is an incredible force in our lives. It doesn't just determine how we dress, it can shape our history.

Leveraging footage from the FOX archives, FOX Weather will explore the transformative role weather has played in major world events—from influencing wars, important missions, city landscapes, and entire cultures.

Sample Content May Include:

- Weather & D-Day Invasion
- The Dust Bowl
- Nature vs Invention, Dallas Cowboys Practice Facility





# On The Move: Travelers Forecast

FOX WEATHER |

Every year, a great number of Americans travel for work and for play. And no matter where you're going, it's important to be prepared for the weather coming your way.

As we approach peak travel season this Fall/Winter, your brand will have the opportunity to surround this content as a FOX Weather reporter delivers a forecast for key travel destinations across the country.

While travel is top of mind, your brand will build awareness while users begin to plan for their next trip.

**ON THE**  **MOVE**





# Wish You Were Here Cam Live Shots Across America

FOX WEATHER | ALL YEAR

There's nothing quite like the prospect of beautiful weather to make us dream of a great escape.

As we gear up for the cooler months in parts of the country, FOX Weather will bring users a piece of happiness with our dedicated "Wish You Were Here Cam".

This feature will showcase live shots from coveted, warmer beach destinations along the U.S coastline.

By bringing viewers a swoon-worthy sight during their day, your brand will be front & center as they consider planning their next vacation.





# Sunrise Snapshot

FOX WEATHER | ALL YEAR

Rise & shine—there’s nothing quite like a beautiful sunrise to start our day off right.

Every morning, as the sun comes up across the country, FOX Weather will highlight a “Sunrise Snapshot” of the morning featuring a photo or video submitted by users or affiliate stations across the country.

This fan-favorite snapshot is the perfect way for your brand to connect with America by bringing some sunshine to their morning.

SUNRISE  
SNAPSHOT



SAMPLE CONTENT



# America Prepares, Responds, & Recovers

FOX WEATHER | ALL YEAR

Major weather events can have enormous and incredibly damaging impacts on communities. But it's all about how you prepare and recover from these events.

With these 3 essential FOX Weather series, America Prepares, America Responds & America Recovers we show the life cycle of natural disasters with proactive, reactive and rebuilding coverage.

Through helpful tips and real-life stories, these series will highlight the full scope of how communities work together during critical moments:

- **America Prepares-** Helpful tips to protect your home before major weather events occur (hurricanes, floods, etc.)
- **America Responds** – Response efforts to address an impending disaster
- **America Recovers-** Uplifting storytelling and ways communities come together to restore hope to a community in the wake of an event





# Safety Report

FOX WEATHER | ALL YEAR

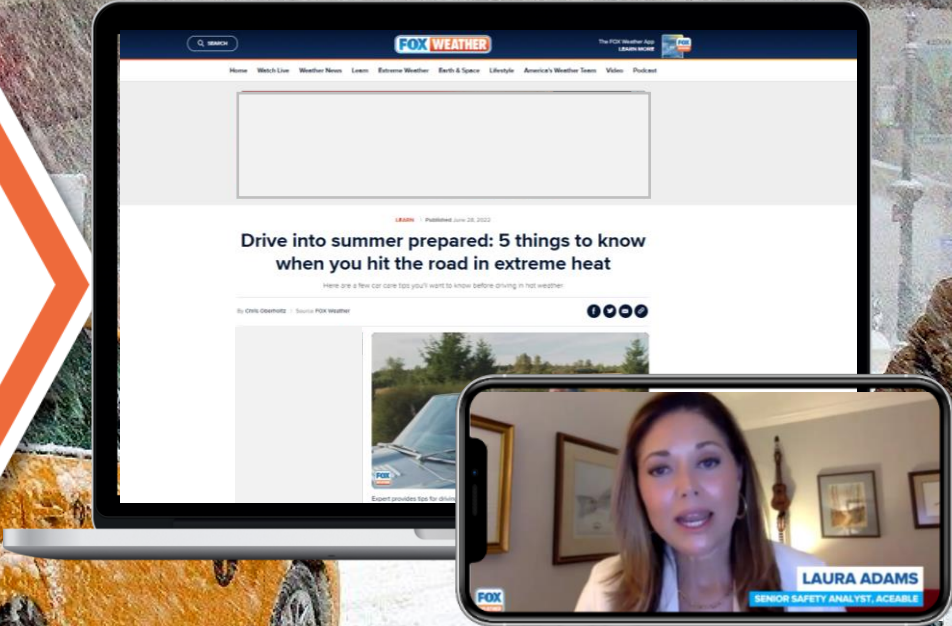
The best defense against any weather event is knowledge—and FOX Weather makes it our mission to protect our users by arming them with the tools they need to go up against anything.

The Safety Report provides useful tips on what to do when faced with extreme weather conditions in a variety of scenarios such as in a home, driving a car or on-foot.

Advice could include:

- 5 Things To Know When You Hit The Road In Extreme Heat
- Swimming In A Rip Tide
- How To Drive Through A Flood
- Tips For Inclement Weather Conditions
- Preparations For The Unexpected

With this sponsorship, your brand will help protect America whatever comes their way.





# Off The Grid: Camping Guide

FOX WEATHER | ALL YEAR

When a camping trip is planned, it is rain or shine.

FOX Weather will ensure outdoor lovers are ready for whatever weather the day brings with an all new “Off The Grid: Camping Guide” series.

Sample topics could include:

- Camping forecasts
- The best campsite destinations
- Tips you need to know to survive the night outdoors





# America Goes Green

FOX WEATHER | ALL YEAR

Companies around the country are having to grapple with how weather, the environment and climate change are affecting their business. Whether it's trying to find a way to lower their carbon footprint, coming up with new manufacturing processes, or completely re-inventing their product to battle climate change, businesses across America are coming up with innovative ways to stay on top of this growing problem.

America Goes Green will take viewers around the country to see how their favorite brands and products are adapting.





# FOX Weather Terrace

## FOX WEATHER | KEY TIMING

Partner with FOX Weather for an exclusive opportunity to gain repeated exposure with an on-site build out of a custom FOX Weather Terrace at our NYC headquarters on FOX Square!

During the kick-off of the fall or summer seasons, this special installation will be tricked out with your top seasonal products, and serve as a focal point for meteorologist check-ins throughout the day—providing unmatched branding opportunities.

Possible products to feature:

- Outdoor Furniture
- BBQ
- Fire Pit
- Landscaping Tools





# America's Weather Center: Studio Sponsor

FOX WEATHER | ALL YEAR

Partners will have a branding opportunity like never before as an official sponsor of FOX Weather's state-of-the-art studio.

As America's Weather Team checks in with reporters on location, displays the forecast from mobile touch screens & media walls, and showcases conditions in geographic areas under watch—advertisers will have a unique opportunity for a co-branded studio element generating massive exposure.



# Extremely Wild

FOX WEATHER | ALL YEAR

All outdoor sports are impacted by weather. But when it comes to extreme sports, it's a whole other level of reliance on nature's elements.

With our special series, *Extremely Wild*, FOX Weather talks to these incredible athletes in the world of extreme sports for their expert view on how weather impacts their abilities.

In this thrilling series, we'll learn about their unique experiences, and what it takes for them to succeed.





# DIY Home & Lawn Tips

FOX WEATHER | ALL YEAR

The FOX audience is passionate about their property—and every homeowner knows that the changing weather conditions have a big impact on it's beauty and how they choose to use it.

In a new FOX Weather series we'll feature helpful tips and DIY projects to help keep users homes and lawns in tip top shape.

Content could feature:

- Lawncare hacks for every season
- How to refresh your outdoor shed or patio
- Tools, you didn't know you needed to build around the home/garden





# Farm Forecast

FOX WEATHER | ALL YEAR

Farms are an essential part of our nation’s ecosystem. They provide us with food to eat, wool that clothes us and even drive our economy. Their success is completely dependent on the weather and the equipment farmers need to get the job done.

In a weekly series, FOX Weather will provide America with pertinent information about how weather conditions impact crops and other interesting updates affecting the agriculture industry.

