



\$5 MILLION FUNDER (Sponsor) BENEFITS

- The **\$5 million Funder (Sponsor)** of *HSI* will underwrite 50% of the production budget, and therefore become the sole major underwriter for the entire series, web site and *HSI* camera aircraft.
- The Corporation for Public Broadcasting (CPB), PBS, and major foundations and grants will then split the cost of funding the remaining \$5 million of the *HSI* production budget.
- There is the possibility that one additional \$3 million or \$2 million underwriter will be required by *HSI* (depending on current PBS funding available); however, their sponsorship exposure will be secondary to the major Sponsor.
- The Sponsor will be the official presenter of *HSI* to the viewing public in much the same way that General Motors sponsors and presents every Ken Burns documentary for PBS, *except* that *HSI* will be promoted *much more extensively*. During the 3+ years prior to *HSI*'s release on PBS (Spring 2006), a **combined total of over 45 million potential viewers will be exposed to the *HSI* project** at air shows around the world, as well as in the domestic and international media coverage that will continually follow the making of this exciting, ground-breaking production.
- The Sponsor will have it's company logo painted prominently on both sides of our B-25 *Eagle* and TBM camera aircraft, just under the pilots' windows. These aircraft will be **seen in person by over 25 million people** at air shows around the world during the 3+ year/260 day shooting schedule (see #3 on the "Underwriters" page of www.honorsquadrons.com, or the *Eagle* and TBM pictures in the enclosed proposal). Additional corporate underwriters will be limited to the #2, #1 and #4 logo placements. CPB and foundations do not require logo placement on the *HSI* camera aircraft.
- The Sponsor will receive **the only 15-second funding credit (commercial) at the beginning and end of each of the 10 episodes within the series**. The same funding credit will also appear in the domestic and international DVD release of *HSI*, which will coincide with the *HSI* premier on PBS. **Note:** the Sponsor has the option to change their funding credit/commercial several times during the 4-year PBS contract. PBS 2006 funding credit restrictions will apply regarding the number of times a funding credit/commercial can be changed.
- *HSI* will premier on PBS beginning Spring 2006, and **PBS has the option of airing the series six times during the 4-year contract with *HSI***. Because *Honor Squadrons (1994)* was a successful pledge show for a select group of Public Television stations, and won the 1995 PBS National Development Award for Innovation (raising significant funds at WEDU-TV, Tampa Florida), it is anticipated that some of the *HSI* airings will involve pledge drives by local PBS affiliates, which will increase audience exposure to *HSI* ancillary products that are sold as pledge premiums.

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- Using the same averaged Nielsen ratings that *Honor Squadrons* (“*HS*”) garnered in 7 tracked markets (Houston, Tampa, Dallas, Denver, St. Louis, Seattle and Phoenix) of a 3 rating / 5 share, ***HSI* will potentially attract a very large audience of over 7.9 million viewers per episode, for a total of 79 million viewers for the first airing.** If each of the additional PBS airings of the series receives an overall 1 rating /2 share (the average rating *HS* still receives after 7 years), *HSI* will draw **over 26 million viewers each time the series airs**, for a total of **over 131 million viewers** when all five additional airings of the series are tallied.
- **Because of significant international content, it is anticipated that *HSI* will be broadcast in international markets**, including: Canada, UK, Germany, France, Belgium, Switzerland, Italy, Spain, Russia, New Zealand, Australia and Japan.
- The B-25 *Eagle* & TBM camera ships will have the ***HSI* web site (www.honorsquadrons.com) painted prominently on their tails.** This will encourage people to visit the web site (see page 7 in the “Underwriter Proposal” for a sample picture), and be exposed to the *HSI* Funders.
- The Sponsor will receive the largest logo and web site link on the HonorSquadrons.com “Home” page under “Funding by”, as well as a logo and link on the “Behind-the-Scenes” page of the web site. There could be one additional logo and we site link for a secondary Sponsor.
- The Sponsor will have their logo and web site address displayed prominently on the ***HSI* information kiosk** that will travel with the *HSI* camera aircraft, and be seen by millions of people at air shows around the world.
- The Sponsor will have their logo and web site address printed in the “Making of *HSI*” book and other promotional literature that will be sold and given away by our **portable PX (Post Exchange)** at air shows.
- The Sponsor will have their logo and web site address printed prominently on many of the *HSI* ancillary products, including the coffee table book, 5-disc DVD collection (which includes additional footage and active links to sponsors), music CD, and possibly an *HSI* calendar. These products will be sold to the public as pledge premiums by PBS, as well as made available through web site and brick & mortar businesses.
- ***HSI* will invite members of the domestic and international print, television, radio and web site media to join our production crews on location and at our expense**, as we travel around the world for 260 days in 3.5 years, in search of the aircraft and stories that will be told. **The resulting worldwide media exposure will reach tens-of-millions of people** about *HSI*, and will energize and expand the audience base for the series (go to HonorSquadrons.com and click on “*HSI* in the News”).

- After each *HSI* production trip, 2- to 3-minute “**behind-the-scenes**” **mini-documentaries** will be posted on www.honorsquadrons.com. These revealing movies on the making of this exciting and complicated series will keep potential audiences coming back to the web site, as well as serve as a dynamic teaching aide to students of film and television. **Note**: Six videos are already posted!
- The Sponsor will make a total of 11 scheduled quarterly installments of \$415,000 to *HSI*, and a final quarterly installment of \$435,000. All payments must be received by the beginning of the fourth calendar quarter of the year 2005.
- The Sponsor can provide part of their funding through in-kind products and services, if *HSI* deans these products and services as necessary.
- During the making of *HSI*, **a representative from the Sponsor will be invited to travel on location with our production crew for 3 to 5 days at no expense to the Funder**. The guest will witness the making of this landmark television series, and experience the thrill of being in the air in our B-25 *Eagle*, TBM, or other camera ships as we photograph featured aircraft. This extremely rare and exciting experience will be a welcome story in any corporate magazine or report to shareholders.
- Dreamworks SKG, the studio formed by Steven Spielberg, Jeffrey Katzenberg and David Geffen, is producing a motion picture based on the character of Gary Larkin and his “Air Pirates.” The Air Pirates travel around the world in search of historic aircraft that can be recovered and restored for static and flying museums. The *Air Pirates* film, to be directed by Shekar Kapur (director of “Elizabeth”), will be released in 2003 or 2004. ***Air Pirates* will draw additional attention to HSI since Gary Larkin and his Air Pirates are featured prominently in the HSI series.** For more information about the Air Pirates, go to www.airpirates.com. For more information about the *Air Pirates* motion picture, go to www.spielberg-dreamworks.com/990714.htm.



\$3 MILLION, \$2 MILLION and \$1 MILLION FUNDER (Sponsor) BENEFITS

- As a \$3 million, \$2 million, or \$1 million Funder (Sponsor) of *HSI*, each Sponsor will have their logo painted prominently on both sides of our B-25 *Eagle* and TBM camera aircraft, just under the pilots' windows. These aircraft will be **seen in person by over 25 million people** at air shows around the world during the 3.5-year shooting schedule (see #3, #2 and #1 on the "Underwriters" page of www.honorsquadrons.com, or the *Eagle* & TBM pictures in the enclosed proposal).
- As a **\$3 million sponsor**, each Funder will receive a **15-second funding credit** at the **beginning and end** of each of the 10 episodes within the series. The same funding credit will also appear in the domestic and international DVD release of *HSI*, which will coincide with the *HSI* premier on PBS. Note: The funding credit will be reduced to 10-seconds if a \$5 million sponsor is acquired.
- As a **\$2 million sponsor**, each Funder will receive a **10-second funding credit** at the **beginning and end** of each of the 10 episodes within the series. The same funding credit will also appear in the domestic and international DVD release of *HSI*, which will coincide with the *HSI* premier on PBS. Note: The funding credit will be reduced to 5-seconds if a \$5 million sponsor is acquired.
- As a **\$1 million sponsor**, each Funder will receive a **5-second funding credit** at the **beginning and end** of each of the 10 episodes within the series. The same funding credit will also appear in the domestic and international DVD release of *HSI*, which will coincide with the *HSI* premier on PBS. Note: The \$1 million sponsorship level will be eliminated if a \$5 million sponsor is acquired.
- Sponsors have the option of changing their funding credit/commercial several times during the 4-year PBS contract. PBS 2006 funding credit restrictions will apply regarding the number of times a funding credit/commercial can be changed.
- *HSI* will premier on PBS beginning Spring 2006, and **PBS has the option of airing the series six times during the 4-year contract with *HSI***. Because *Honor Squadrons (1994)* was a successful pledge show for a select group of Public Television stations, and won the 1995 PBS National Development Award for Innovation (raising significant funds at WEDU-TV, Tampa Florida), it is anticipated that some of the *HSI* airings will involve pledge drives by local PBS affiliates, which will increase audience exposure to *HSI* ancillary products that are sold as pledge premiums.
- Using the same averaged Nielsen ratings that *Honor Squadrons* ("*HS*") garnered in 7 tracked markets (Houston, Tampa, Dallas, Denver, St Louis, Seattle and Phoenix) of a 3 rating / 5 share, ***HSI* will potentially attract a very large audience of over 7.9 million viewers per episode, for a total of 79 million viewers for the first airing**. If each of the additional PBS airings of the series receives an overall 1 rating / 2 share (the average rating *HS* still receives after 7 years), *HSI* will draw **over 26 million viewers each time the series airs**, for a total of **over 131 million viewers** when all five additional airings of the series are tallied.

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- **Because of significant international content, it is anticipated that *HSI* will be broadcast in international markets**, including: Canada, UK, Germany, France, Belgium, Switzerland, Italy, Spain, Russia, New Zealand, Australia and Japan.
- The B-25 *Eagle* & TBM camera ships will have the ***HSI* web site (www.honorsquadrons.com) painted prominently on their tails**. This will encourage people to visit the web site (see page 7 in the “Underwriter Proposal” for a sample picture), and be exposed to the *HSI* Funders.
- Each Funder will receive a logo and web site link on the HonorSquadrons.com “Home” page under “Funding by”, as well as a logo and link on the “Behind-the-Scenes” page. The more funding provided to *HSI*, the larger the logo and web site link on these web pages.
- Each Funder will have their logo and web site address displayed on the ***HSI* information kiosk** that will travel with the *HSI* camera aircraft, and be seen by millions of people at air shows around the world. The more funding provided to *HSI*, the more prominent the logo and web site address that will appear on the kiosk.
- Each Funder will have their logo and web site address printed in the “Making of *HSI*” book and other promotional literature that will be sold and given away by our **portable PX (Post Exchange)** at air shows.
- Each Funder will have their logo and web site address printed on many of the *HSI* ancillary products, including the coffee table book, 5-disc DVD collection (which includes additional footage and active links to sponsors), music CD, and possibly an *HSI* calendar. These products will be sold to the public as pledge premiums by PBS, as well as made available through web site and brick & mortar businesses. The more funding provided to *HSI*, the more prominent the logo and web site address that will appear on the products.
- ***HSI* will invite members of the domestic and international print, television, radio and web site media to join our production crews on location and at our expense**, as we travel around the world for 260 days in 3.5 years, in search of the aircraft and stories that will be told. **The resulting worldwide media exposure will inform a minimum of 20 million people** about *HSI*, and will energize and expand the audience base for the series (go to HonorSquadrons.com and click on “HSI in the News”).
- After each *HSI* production trip, 2- to 3-minute “**behind-the-scenes**” **mini-documentaries** will be posted on www.honorsquadrons.com. These revealing movies on the making of this exciting and complicated series will keep potential audiences coming back to the web site, as well as serve as a dynamic teaching aide to students of film and television. **Note**: Six videos are already posted!
- Sponsors at the \$3,000,000 level will each make a total of 12 scheduled quarterly installments of \$250,000 to *HSI*. All payments must be received by the beginning of the fourth calendar quarter of the year 2005.

Honor Squadrons International

\$3 million, \$2 million and \$1 million Funder (Sponsor) Benefits

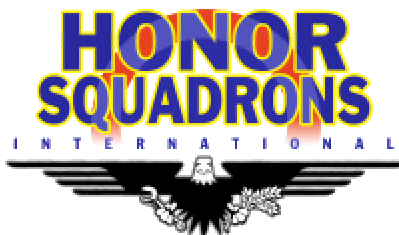
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- Sponsors at the \$2,000,000 level will each make a total of 10 scheduled quarterly installments of \$200,000 to *HSI*. All payments must be received by the beginning of the fourth calendar quarter of the year 2005.
- Sponsors at the \$1,000,000 level will each make a total of 10 scheduled quarterly installments of \$100,000 to *HSI*. All payments must be received by the beginning of the fourth calendar quarter of the year 2005.
- Each Funder can provide part of their funding through in-kind products and services, if *HSI* deans these products and services as necessary.
- During the making of *HSI*, **a representative from each Funder will be invited to travel on location with our production crew for 3 to 5 days at no expense to the Funder.** The guest will witness the making of this landmark television series, and experience the thrill of being in the air in our B-25 *Eagle*, TBM, or other camera ships as we photograph featured aircraft. This extremely rare and exciting experience will be a welcome story in any corporate magazine or report to shareholders.
- Dreamworks SKG, the studio formed by Steven Speilberg, Jeffrey Katzenberg and David Geffen, is producing a motion picture based on the character of Gary Larkin and his “Air Pirates.” The Air Pirates travel around the world in search of historic aircraft that can be recovered and restored for static and flying museums. The *Air Pirates* film, to be directed by Shekar Kapur (director of “Elizabeth”), will be released in 2003 or 2004. ***Air Pirates* will draw additional attention to *HSI* since Gary Larkin and his Air Pirates are featured prominently in the *HSI* series.** For more information about the Air Pirates, go to www.airpirates.com. For more information about the *Air Pirates* motion picture, go to www.spielberg-dreamworks.com/990714.htm.

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\$250,000 FUNDER (Sponsor) BENEFITS

- As a \$250,000 sponsor of *HSI*, each Funder will have its logo painted on both sides of our B-25 *Eagle* and TBM camera aircraft, just under the pilots' windows. These aircraft will be **seen in person by over 25 million people** at air shows **around the world** during the 3.5-year shooting schedule (see #4 on the "Underwriters" page of www.honorsquadrons.com, or the *Eagle* & TBM pictures in the enclosed proposal).
- Each Funder will **share a 5-second funding credit (graphic with audio) with up to 3 additional sponsors** at the **beginning** of each of the 10 episodes in the series. The same funding credit will also appear in the domestic and international DVD release of *HSI*, which will coincide with the *HSI* premier on PBS.
- *HSI* will premier on PBS beginning Spring 2006, and **PBS has the option of airing the series six times during the 4-year contract with HSI**. Because *Honor Squadrons (1994)* was a successful pledge show for a select group of Public Television stations, and won the 1995 PBS National Development Award for Innovation (raising significant funds at WEDU-TV, Tampa Florida), it is anticipated that some of the *HSI* airings will involve pledge drives by local PBS affiliates, which will increase audience exposure to *HSI* ancillary products that are sold as pledge premiums.
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- **Because of significant international content, it is anticipated that *HSI* will be broadcast in international markets**, including: Canada, UK, Germany, France, Belgium, Switzerland, Italy, Spain, Russia, New Zealand, Australia and Japan.
- The B-25 *Eagle* & TBM camera ships will have the ***HSI* web site (www.honorsquadrons.com) painted prominently on their tails**. This will encourage people to visit our web site (see page 7 in the "Underwriter Proposal" for a sample picture), and be exposed to the *HSI* Funders.
- Each Funder will receive a logo and web site link on the HonorSquadrons.com "Home" page under "Additional Funding by", as well as a logo and link on the "Behind-the-Scenes" page.
- Each Funder will have their logo and web site address displayed on the ***HSI* information kiosk** that will travel with the *HSI* camera aircraft, and be seen by millions of people at air shows around the world.

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- After each *HSI* production trip, 2- to 3-minute “**behind-the-scenes**” **mini-documentaries** will be posted on www.honorsquadrons.com. These revealing short movies on the making of this exciting and complicated series will keep potential audiences coming back to the web site, as well as serve as a dynamic teaching aide to students of film and television. **Note**: Six videos are already posted!
- Sponsors at the \$250,000 level will each make a total of 8 scheduled quarterly installments of \$31,250 to *HSI*.
- Each Funder may provide part of their funding through in-kind products and services, if *HSI* deans these products and services as necessary.
- During the making of *HSI*, a **representative from each Funder will be invited to travel on location with our production crew for 3 to 5 days at no expense to the Funder**. The guest will witness the making of this landmark television series, and experience the thrill of being in the air in our B-25 *Eagle*, TBM, or other camera ships as we photograph featured aircraft. This extremely rare and exciting experience will be a welcome story in any corporate magazine or report to shareholders.
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