



Press Release Contact Information:

John Fitzgerald
Playing for Peanuts
Producer
155 Prospect Ave
Valhalla, NY
USA, 10595
Voice: 914-316-2056
E-Mail: [Email us Here](mailto:John.Fitzgerald@playingforpeanuts.com)
Website: [Visit Our Website](http://www.playingforpeanuts.com)

TV Show Seeks Sponsorship on eBay (Again)

An online TV show is seeking sponsorship through an eBay auction.

VALHALLA, NY, October 08, 2008 **/24-7PressRelease/** -- "Playing for Peanuts" - a TV show about minor league baseball - is seeking sponsorship for the online release of the third episode in the 10-episode series.

Although it may seem like another sign of the current financial crisis, the unconventional tactic has already proven successful.

Sponsorship of the first two episodes was sold to Most Valuable Network - an sports blogging website. Upon winning the eBay auction, the company became the exclusive web sponsor of Episodes 1 & 2. Under the agreement, the Most Valuable Network logo and website appeared in pre- and post-roll ads on segments and full-length episodes.

Although seeking sponsors on eBay is unconventional, Fitzgerald maintains that it is an effective way to find interested companies.

"It is so much easier to put the show on eBay because potential sponsors can review the information and contact me directly," explains Fitzgerald. "There are no cold calls, mass emails, salespeople or sales pitches - it's actually pretty simple, straightforward and refreshing to do it like this."

"Also, since the show's viewership fits the typical web demographic, we figure the brands that would be interested in this are already looking online for opportunities like this."

Fitzgerald guarantees that the winning bidder will receive a minimum of 50,000 views of their pre and post-roll ads. The guaranteed success relies on the distribution of the show across a wide range of video sharing websites, social networks and sports blogs.

ABOUT JOHN FITZGERALD

John Fitzgerald produced and directed "The Emerald Diamond" in 2006. The 90-minute documentary chronicles the history of Ireland's National Baseball Team. "The Emerald Diamond" was featured in The New York Times, New York Post and National Public Radio. It was screened in theaters in 30 US cities and received the Critic's Choice Award at the National Baseball Hall of Fame in Cooperstown, NY.

ABOUT PLAYING FOR PEANUTS

"Playing for Peanuts" chronicles a year in the life of the South Georgia Peanuts of the independent South Coast League. The TV series premiered in May 2008 on regional sports networks in nine regional markets. The series averaged 150,000 viewers per week, across all markets.

For more information on "Playing for Peanuts," contact John Fitzgerald at 914-316-2056 or visit <http://www.playingforpeanuts.com>