



# Bonnie & Clyde

Broadcast date: Dec. 8 & 9 at 9pm EST

A star-studded miniseries for **HISTORY** and **LIFETIME**. The four-hour, two-night event miniseries stars Emile Hirsch (*Into the Wild*) and Holliday Grainger (*The Borgias*) in the title roles of Clyde Barrow and Bonnie Parker, the Depression-era Outlaw couple whose criminal exploits have assured them lasting fame for eight decades. **Bonnie & Clyde** will be simulcast on **HISTORY** and **LIFETIME** later this year.

The stellar cast also includes Academy Award®, Golden Globe® and Emmy® winner Holly Hunter (*The Piano*) and Academy Award® winner and multiple Golden Globe® and Emmy® nominee William Hurt (*Too Big to Fail*). The miniseries reunites Hunter and Hurt, who starred in and earned Oscar® nominations for 1987's *Broadcast News*.

Hunter will play Emma Parker, Bonnie's mother, and Hurt will play Frank Hamer, the Texas Ranger pursuing the Barrow gang. Other key cast members include Sarah Hyland (*Modern Family*) as Blanche Barrow, Clyde's sister-in-law; Lane Garrison (*Prison Break*) as Clyde's brother; Elizabeth Reaser (*The Twilight Saga*) as P.J. Lane, a writer tracking the gang; Austin Hebert (*True Blood*) as Ted Hinton, a lawman also on the hunt for duo; and Dale Dickey (*Winter's Bone*) as Cummie Barrow, Clyde's mother.

## The Opportunity:

Capitalize on an exceptional broadcast event on **Shaw Media** specialty. For two nights, back-to-back, viewers will be captivated by the story of **Bonnie & Clyde** starring an award-winning cast.

Leverage your brand message with this high profile miniseries and further tailor the sponsorship with the addition of custom messaging/spots (creative jointly developed).

## Sponsorship Includes:

- 2 x 120 min. programs
- 2 x :07 billboards per hour
- 5 x :30 brand sell per hour
- Opportunity to add custom creative
- Option to tag Marketing promotion
- Clickable logo and roadblocked Leaderboard and Big Box on showsite
- 1<sup>st</sup> Pre-roll :30 video spot in Full Length episodes
- Co-brand and Brandsell on History.ca and SPAN