COLOSSEUM.TV

MARCH 2017

UNIQUE CHANCE TO TAP INTO GRIME

COLOSSEUM.TV 360° VR CYPHER

UK GRIME COMPETITION

COLOSSEUM.TV FLIP'C RESTRAINT PRODUCTIONZ MEENZ

COLOSSEUM.TV 360° VR CYPHER

UK GRIME COMPETITION

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Executive Summary

Grime music is now the sound of British youth. The sound is unique, exhilarating, and energetic. And from a business perspective, grime presents a lucrative growth opportunity, evidenced by Stormzy's Gang Signs & Prayer album recently becoming the UK's first grime album to reach number one, in March 2017. ***Colosseum.TV 360º VR Cypher – UK Grime Competition*** – aims to uncover a new school of MCs striving to help the scene to grow while providing insight into what it means to the individuals helping to move the culture even further.

2017 is the year that virtual reality video will explode with mass-adopted social media sites such as YouTube and Facebook deeply supporting VR technology. Anybody with a smartphone can watch 360º VR videos using "swipe and scroll" - no specialist VR headsets are even required!

The Colosseum.TV 360 VR Cypher – UK Grime Competition merges grime music with 360º VR creating a unique and high value sponsorship opportunity. We at Colosseum.TV are seeking sponsors that closely align with our target demographic; strong brands that will connect with "urban UK grime culture" while adding value to the immersive experience of a 360º VR cypher made possible by Colosseum.TV. In return, Colosseum.TV will provide your brand with a unique and value-driven sponsorship package that will:

- Provide opportunities to broaden your competitive edge thus expanding your company's image, prestige and credibility through the support of an energetic offering we know your target market finds attractive.
- Increase your online brand exposure and present new opportunities for expanded media coverage which otherwise would simply not have been possible.
- Safeguard investment with a guaranteed minimum spend on Facebook advertising towards a UK, urban-focused demographic.
- Deliver quantifiable value by views of each published video using Facebook demographic analysis.
- Provide opportunities to sponsor future competitions with first-refusal. We plan to repeat the model in the UK later this year and then expand to the USA in 2018.

360º VR Cypher
UK Grime Competition

Overview

Colosseum.TV is the urban movement to Showcase and Discover Raw MC Talent. Using our iOS app, MCs can select any beat, record raps (drop barz) and get Props from fans for video performances. Colosseum.TV is also an "app meets physical event" where we periodically hold cyphers (a gathering of rappers in a circle that take it in turn to rap) filmed in 360º Virtual Reality in our recording studio or other "interesting locations" where we invite top rising artists from our app to take part. Furthermore, we are about to become a record label under the brand "Colosseum.TV Records". We are now converging all our offerings to hold a ***360º VR Cypher – UK Grime Competition*** where 240 MCs from the Colosseum.TV iOS app will feature in 24 cyphers at 8 city locations, all filmed in 360º VR between April and September. 24 videos will be published on Facebook, 1 per week, between April and September. Colosseum.TV will then select the top 15 MCs as winners, where each winner will receive a place on the London Eye super-cypher filmed in 360º VR in our own dedicated pod, guaranteeing media attention, as well as a record deal to feature on the upcoming 15-track album titled "Grime 360º". The super-cypher on the London Eye will also act as an ad for the album, where each of the 15 participating MCs will record vocals over an exclusive beat for the album.

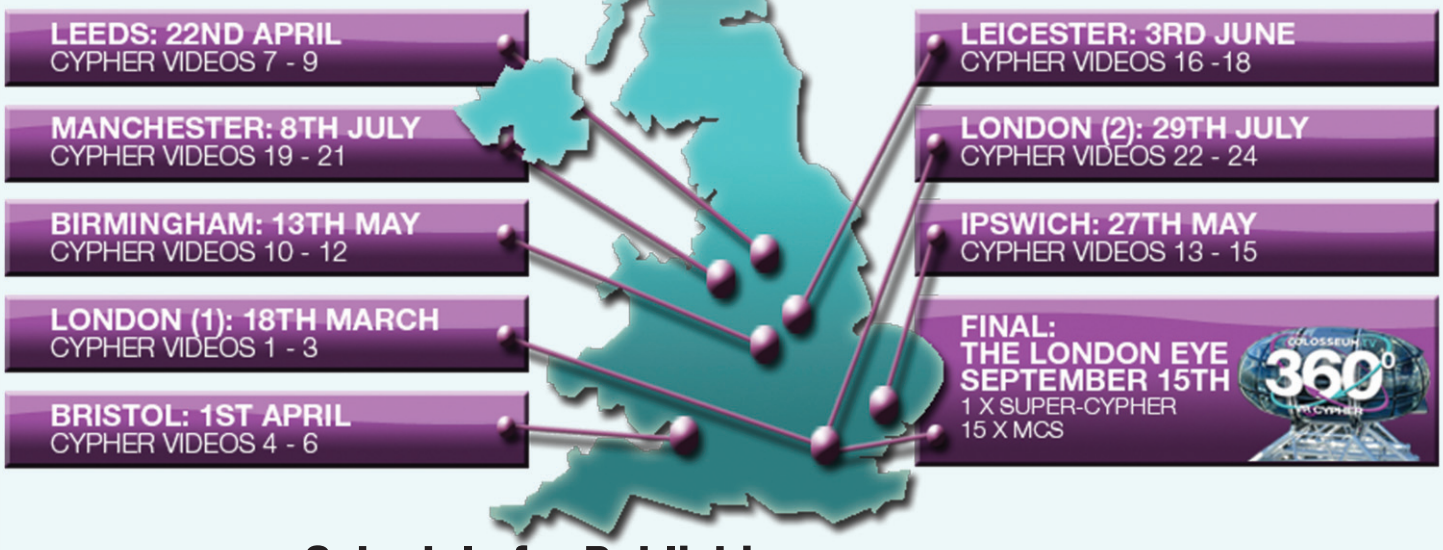
The Colosseum.TV 360º VR Cypher – UK Grime Competition provides unique opportunities for sponsors seeking to target a UK-focused urban demographic with an innovative competition that supports up-and-coming UK artists and youth culture, and is set to generate huge media interest due to its unique and innovative structure. Don't miss out!

How Artists can Enter the Competition

It is 100% free to enter by using the Colosseum.TV iOS app. MCs simply need to select a beat, drop some barz (rap), and publish the video. Then, 4 weeks before a 360º VR recording day, Colosseum.TV will invite artists to apply by simply sharing a link to their Colosseum.TV profile with us on Twitter (@ColosseumTV) or Facebook (@RealColosseumTV). Having an online qualification phase like this is a great way to filter out only the best artists to take part in a 360º VR Cypher. We will assign places based upon the strength of each artist's Colosseum.TV profile.

Schedule for 360º VR Cypher Recording Days

Colosseum.TV are holding 8 x recording days as per the schedule below where we will record 3 x cyphers per recording day with up to 10 x MCs per cypher. In total, up to 240 MCs will take part in 24 cyphers. 15 MCs will then be selected as winners who will all take part in the super cypher on the London Eye.



Schedule for Publishing 360º VR Cypher Recording Days

All 24 cyphers will be recorded in 360º VR and each will be released as a separate video to the @RealColosseumTV Facebook page on a Friday. 1 video will be published every week, except for the 14th April and the 28th April where 2 videos will be published, as per the schedule below.
Each video will be boosted by Facebook advertising, where the audience will be prompted to like the page and return every Friday to watch the next video in the competition.

LONDON			BRISTOL		
VIDEO 1	VIDEO 2	VIDEO 3	VIDEO 4	VIDEO 5	VIDEO 6
14 / 04 / 2017		21 / 04 / 2017	28 / 04 / 2017		5 / 05 / 2017
LEEDS			**BIRMINGHAM**		
VIDEO 7	VIDEO 8	VIDEO 9	VIDEO 10	VIDEO 11	VIDEO 12
12 / 05 / 2017	19 / 05 / 2017	26 / 05 / 2017	2 / 06 / 2017	9 / 06 / 2017	16 / 06 / 2017
IPSWICH			**LEICESTER**		
VIDEO 13	VIDEO 14	VIDEO15	VIDEO 16	VIDEO 17	VIDEO 18
23 / 06 / 2017	30 / 06 / 2017	7 / 07 / 2017	14 / 07 / 2017	21 / 07 / 2017	28 / 07 / 2017
MANCHESTER			**LONDON**		
VIDEO 19	VIDEO 20	VIDEO 21	VIDEO 22	VIDEO 23	VIDEO 24
4 / 08 / 2017	11 / 08 / 2017	18 / 08 / 2017	25 / 08 / 2017	1 / 09 / 2017	8 / 09 / 2017
LONDON EYE FINAL - VIDEO 25					
22 / 09 / 2017					

Publication and Format of 360º VR Videos

Each video will be recorded with a cutting-edge 360º VR camera in 4K resolution. Our in-house visual, media, design and production team will then ad visuals, logos and voice-over narration to each video, using optimized techniques for a 360º VR viewing experience – creating a huge range of sponsorship opportunities defined later in this document.

Please visit our Facebook page @RealColosseumTV to watch 2 x 360º VR example cyphers videos that we have already published which will be very similar in format to those published during competition. Alternatively, search for "VR Cypher 2" using the Facebook search bar.

Publishing Videos to Facebook

All videos shall be published to the Colosseum.TV Facebook page where organic sharing of the video by all artists and producers that feature in each cypher, as well as a paid advertising campaign, will allow easy discovery and viewing of the videos.

Storyboard Sequence For Every Video

Each video that is published will be produced with the following storyboard sequence, providing multiple opportunities to show sponsor logos accompanied by our urban voice-over specialist.

1. Colosseum.TV Pre-Roll Intro

Voice-over: "This is a Colosseum.TV 360-degree virtual reality cypher video, part of our UK Grime competition".

2. Title Sponsor Pre-Roll Sequence

Voice-over: "Shout-out to our competition sponsor <company name>… <enter slogan>.

3. Gold and Silver Sponsors Pre-Roll Sequence

Voice-over: "Props also to our Gold sponsor <company name> and Silver sponsors: <companies names>".

4. Location and Producer Pre-Roll Sequence

Voice-over: "This cypher was recorded in <location name> and features beats by <producer name>".

5. Main Cypher

After the voiceover ends, the cypher videos starts. When the cypher video ends, the post-roll sequences start.

6. Location and Producer Post-Roll Sequence

Voice-over: "This 360-degree VR Cypher was filmed at <enter location> and featured beats by <producer name>".

7. Title Sponsor Post-Roll Sequence

Voice-over: "Huge shout-out to our competition sponsor <company name>… <company slogan>".

8. Gold and Silver Sponsors Post-Roll Sequence

Voice-over: "And props to our Gold sponsor <company name> and Silver sponsors: <companies names>".

9. Location and Producer Pre-Roll Sequence

Voice-over: "Don't forget to follow all our artists involved in this cypher, links are provided in the description. AND tell us which artists you rate in the comments - in September, we will choose 15 winners from any artists featuring in this competition and each will receive a record deal for the upcoming album 'GRIME 360 degrees' and a place on the final cypher filmed in 360 VR while rotating on the London Eye, in our own dedicated pod! Mad! Don't forget to like our Facebook page and lock-in every Friday at 7pm for the next cypher in this competition…
A new video is published every week between April and September."

360º VR Video Title & Description

When each video is published to Facebook, the following naming structure shall be used:

"Grime 360º VR Cypher <video no.> Sponsored by <company name>"

Facebook also allow a description to be written for each video, which will use the following template:

"This is a Colosseum.TV 360º VR cypher video - UK Grime competition sponsored by <company name>… <enter slogan> <enter website>

Props also to our gold sponsor <company name> <enter website> And silver sponsors <company name> <company website>, <company name> <company website> and <company name> <company website>

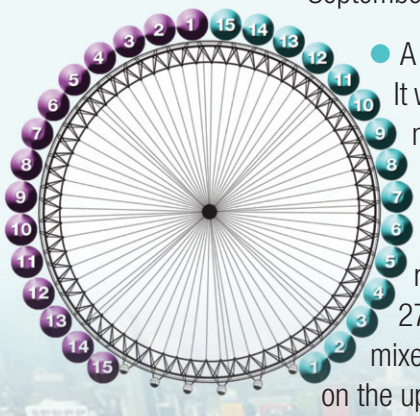
This cypher was recorded at <location name> and features beats by <producer name>

Don't forget to follow all our artists involved in this cypher, links are provided in the description. AND tell us which artists you rate in the comments - in September, we will choose 15 winners from any artists featuring in this competition and each will receive a record deal for the upcoming album 'GRIME 360 degrees' and a place on the final cypher filmed in 360 VR while rotating on the London Eye, in our own dedicated pod! Mad! Don't forget to like our Facebook page and lock-in every Friday at 7pm for the next cypher in this competition… ***A new video is published every week between April and September."***

The Final on the London Eye

15 competition winners will be selected and invited to take part in the **Super-Cypher** which will take place on September 15th 2017, on the London Eye. Colosseum.TV will have our own dedicated pod which will do a full rotation, with all the famous sights in the background. We have authorisation from the London Eye permitting Colosseum.TV to film in our own pod.

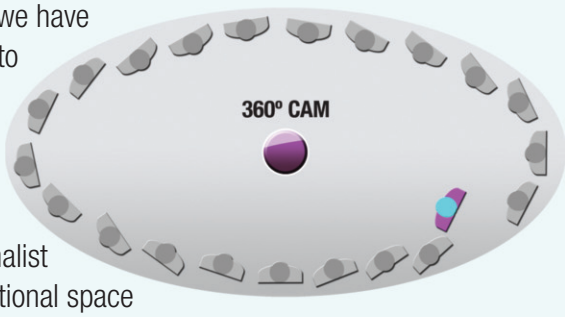
- The final will take place on the London Eye on Friday 15th September at 1300pm. The video will be published on Friday 22nd September.



- A single rotation takes 30 mins. It will take 2 mins setup and 2 mins to pack up, leaving 26 mins for the super-cypher.
- A single DJ mix is pre-recorded for the cypher lasting 27 mins, consisting of different mixed beats that will also feature on the upcoming album "Grime 360º.

The London Eye is the perfect venue for the competition to end – London being the home of grime, with spectacular views of the capital in the background. Furthermore, the pod is mainly a window, allowing 360º footage that is captured using Colosseum.TVs 360º VR cameras.

A pod on the London Eye measures 8 meters by 4 meters and we have authorization to accommodate up to 22 people. 15 places will be assigned to finalist MCs with additional space for up to 7 x crew or other people associated with the campaign. Each person in the pod shall stand around the outside of the pod, with the 360º VR camera positioned in the centre, slightly above head height. Each MC will stand in order, and when its their turn to rap they should step forward and drop some heavy bars.



The Album: Grime 360º

As part of this competition, we have teamed up with three up and coming grime producers – Restraint Productionz, Flip'C and Meenz – each will provide 5 exclusive beats (15 in total) that will be divided between the 15 winners for the 15-track album Grime 360º. Every video released during the competition will include a voiceover advert for the upcoming album Grime 360º,with the final on the London Eye being a direct preview for the artists that will feature on the album. In this way, the album has an innovative marketing strategy for rapid sales which provides a valuable sponsorship opportunity. Sponsorship of the album will include:

- The album artwork will include ***"Sponsored by <company logo>"***

With such a unique and innovative approach to releasing an album, a first of its kind for any record label world-wide, we will also include details of the sponsor in all media relations and promotional activities relating to the album.

Grime 360º 15 Episode VR Vlog Series

Colosseum.TV will film behind-the-scenes footage of each MC recording their winners track for the album Grime 360º. This will all be filmed using our 360º VR camera and will cover footage of each MC in the recording studio, as well as interviews and banter with the crew of Colosseum.TV and the producers that we are working with. This will be a 15 part VR video log series, where each episode will be dedicated to a winner and last around 5 minutes.
Each video will include pre-roll and post-roll shout-outs to the single album sponsor, showing their logo and tagline while being accompanied by a voice-over. The title of each video will be:

"Grime 360 º - VR Vlog Series 1 – Sponsored by <company name>"

As per the cypher videos, the sponsor's name, tagline and link to their website will also be included in the video description, which will be posted to the Colosseum.TV Facebook page.

Sponsorship Opportunity

This section details the exciting sponsorship packages available and return on investment. Colosseum.TV are seeking brands from any of the following or similar/related industry verticals:

- **Trainer and trainer retail outlets**
- **Urban clothing and retail outlets**
- **Jewellery**
- **Energy and sports drinks**
- **Alcohol and beverages**
- **Extreme sports brands**
- **Nightclubs**
- **Electronics and smartphone manufacturers**
- **Anybody else targeting an urban demographic**

Sponsorship Packages

This section details the range of sponsorship packages available, details of each package and the price.

COMPETITION SPONSORSHIP PACKAGES			
Package Name	**Number of Packages**	**Features**	**Price**
Title	**1**	• Sponsor's name included in the title of all 25 videos. • Sponsor's logo and tagline complete with voiceover on all 25 videos (pre-roll and post-roll) in dedicated sequence. • Sponsor's name, tagline, and link to sponsors website included in the video description of every video. • Included in all media and press activities related to the competition. Sponsored by <company name>".	**£6,750**
Drink Product Placement	**1**	• Each MC (up to 240) is given a drink to consume during each cypher (25 in total). MC can consume drink during cypher or leave on the floor (both scenarios always captured by 360º camera at all times). • Sponsor's name, tagline, and link to sponsors website included in the video description of every video.	**£5,500 + supply of drinks for usage during each cypher**
Gold	**1**	• Sponsor's logo with voiceover included in all 25 videos prominently in shared sequence above up to 3 silver sponsor logos (smaller than the gold). • Sponsor's name and link to sponsor's website included in the video description of every video, underneath title sponsor.	**£3,500**
Silver	**3**	• Sponsor"s logo with voiceover included in all 25 videos in shared sequence underneath Gold sponsor and alongside 2 other silver sponsors. • Sponsor's name and link to sponsor's website included in the video description of every video, underneath gold sponsor.	**£2,500**
ALBUM SPONSORSHIP PACKAGE			
Album Sponsorship Package	**1**	• Sponsor's name included in title of album "Grime 360º – sponsored by <company name>". • Sponsor's logo included on artwork of album "Grime 360 º - Sponsored by <company logo>". • Sponsors logo and tagline complete with voiceover on the 15 video (each ~5 mins) VR Vlog series (pre-roll and post-roll) in dedicated sequence.	**£30,000**

Why are the Sponsorship Packages Priced so Low?

Potential sponsors may wonder why these packages are so low cost – firstly, low cost does not mean low value! The reasoning behind this is because this is our first campaign and we are a relatively new brand – we cannot yet justify and command a higher price. Our strategy is to make a repeatable model for further competitions in the UK while creating a model that we can roll out in the USA. However, for this initial competition we are seeking to cover our costs, generate huge awareness and provide extremely high ROI for savvy sponsors that see the potential for the viral spread of this campaign. Furthermore, we are seeking to create long-lasting relationships with sponsors that we can work with for repeating this model and ***will offer first refusal for future campaigns.*** Regarding expansion into the USA, the equivalent of Grime music is "Trap" music, where we can imagine a "Trap 360º VR Cypher – USA competition" and album **Trap 360º**, as well as other genres such as **Hip-Hop 360º**. The possibilities are endless!

Demographic Targeting

We will publish each video to the Colosseum.TV Facebook page and boost each video with Facebook advertising targeted to an urban audience, interested in grime music with the following characteristics:

- 17-39 years of age
- Interested on "GRM Daily" or "BBC radio 1xtra"

Furthermore, every video that is published will encourage viewers to like our Facebook page. As the Colosseum.TV Facebook page Likes grow, we will also target some Facebook advertising to users that have liked our page – these users are highly likely to watch each video and share it, due to past brand affinity with Colosseum.TV – which will help to kick-start the viral spread of each video.

Return on Investment

Committed Spend on Facebook Advertising for Every Published Video

Each video that is published will involve different MCs that will each share the video, generating organic views of each video before any advertising money is even spent on Facebook boosts. Furthermore, each producer associated with the campaign will also share the video which will also generate a high degree of organic views to kick-start the viral spread of each video. Furthermore, as viewers are educated to return to the Colosseum.TV Facebook page every week to view the next video in the competition, again organic views of each video will happen without any advertising spend. However, without taking these organic views into account, Colosseum.TV will contractually commit to spending £140 on Facebook advertising for each video published during the campaign (£3,500 in total for all 25 videos). By way of example:

- The **Gold Package** costs £3,500 which equates to £140 per video
- Each **Silver Package** costs £2,500 which equates to £100 per video

This means that for the same cost of the **Gold Package**, Colosseum.TV will spend the equivalent directly on Facebook advertising per video (£140). Furthermore, for each **Silver Package**, Colosseum.TV will spend £40 more per video on Facebook advertising than the package costs.

The **Competition Title Package** costs £5,000 which equates to a cost of just £200 per video, but the benefits associated with this package are more prestigious which is why the premium is justified, whilst still being great value-for-money.

The **Drink Product Placement Package** costs £4,000 which equates to £160 per video – but again this package is different in that each MC in the cypher will either have the drink beside their feet (which is captured for every MC at all times by the 360 VR camera) or in their hand drinking it – so this unique package provides a high amount of minutes dedicated to product placement during each cypher video, which will typically last ~10 minutes. Great value for money!

The **Album Grime 360º Sponsorship Package** is slightly more expensive, but still great value for money. The strategy is to convert viewers of each 360º VR cypher video, including the final on the London Eye, into album download sales or streams of the album. We plan to create further buzz for the album with the 15 episode VR Vlog. The potential is there for the album to explode in popularity and break into the UK top 40, which would provide a positive ROI many times over.

Summary

This is a compelling opportunity to be part of a competition with unique sponsorship opportunities with the potential to go viral and provide extremely high return on investment. The Colosseum.TV 360 VR Cypher – UK Grime Competition merges grime music with 360º VR creating an innovative and high value sponsorship opportunity. We at Colosseum.TV are seeking sponsors that closely align with our target demographic; strong brands that will connect with "urban UK grime culture" while adding value to the immersive experience of a 360º VR cypher made possible by Colosseum.TV. In return, Colosseum.TV will provide your brand with a unique and value-driven sponsorship package that will:

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- Deliver quantifiable value by views of each published video using Facebook demographic analysis.
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