

FAN ZONE LIVE

Pitch Deck IN ATLANTA, GA



ON FEBRUARY 2ND

Wilshire Productions 2018



4 HOUR LIVE-STREAM TALK SHOW BROADCAST

Fan Zone Live is a 4 hour LIVE Streamed Broadcast Fan Event airing on February 2nd, which leads up to Super Bowl Sunday on February 3rd 2019.

Did we mention there will be a LIVE studio Audience?

Fans will get to watch behind the scenes exclusive access of their favorite athletes, celebrities and social media influencers. Content will include hot topics, Game Challenges, Cooking Demo's,

WHERE CAN YOU WATCH THE SHOW?

PLUTO®

Facebook LIVE - FEBRUARY 2ND

Facebook LIVE will generate more than 500 thousand viewers from paid promo advertising and social media mentions from our talent, guests, social media influencers and host.

PLUTO TV - FEBRUARY 3RD

PLUTO TV service was averages 6 million users per month, and was rated one of the most-watched apps on Roku, as of October 2017

OVER 500K VIEWERS

VIEWERSHIP NUMBERS ARE FROM A COMBINATION OF WHAT OUR SOCIAL MEDIA INFLUENCER WILL BRING IN FROM OUR PROMO MARKETING.

HOW MANY WILL WATCH US?

ACCORDING TO
NEILSON, 2.02 MILLION
VIEWERS HAVE
STREAMED THE
SUPER BOWL LII
MAKING IT THE MOST
LIVE-STREAMED SUPER
BOWL EVER.

Wilshire Productions 2018 s.anderson@wilshireproductions.com

SHOW FORMAT 4 HOUR LIVE STEAM BROADCAST

HOUR 1-2

- HOST INTRO
- HOT TALK TOPICS
- SUPER BOWL FAN TEAM PICKS
- RECAP OF NFL MEDIA NIGHT
- GUEST NFL ATHLETE INTERVIEW
- NFL PLAYERS GIVE BACK
- RECAP OF CONCERT EVENTS (NFL EXPERIENCE)
- PLAY 60 KIDS GET ACTIVE
 WITH THE PLAYERS

HOUR 3-4

- CELEBRITY CHEF COOKING
 - **SEGMENT**
 - COMMERCIAL SPOOFS
- FAN FAVORITE COMMERCIALS
- FAN FAVORITE HALF TIME
 - **PERFORMANCE**
- WELCOME TO ATL INTRO TO THE
 - STADIUM AND PEOPLE OF ATL
- GAME TIME INTERACTIVE GAME
 - **PLAY WITH A CELEB**
 - MUSIC PERFORMANCE

WHO IS OUR HOST?



"TBD" ANNOUNCEMENT

MAJOR A-LIST CELEBRITY

DI

ON THE PROPERTY OF THE PROPERT

WHAT ABOUT THE GUESTS?

OVER 10 BOOKED FOR SHOW

Celebrity and Athlete Guest Appearances over the period of the broadcast.

Show will be co-hosted by some of your favorite on air talent, NFL Athletes, and social media influencers

WHAT CAN YOU BRING?

200K/400K/600K

We are currently working diligently with our Talent, Production and Producer team to put on this LIVE Broadcast Event.

We need your help to keep production and venue costs low. This is a great opportunity to show your brand and company to a viewership of more than 500K people on the most anticipated event weekend of the year!

\$200k-

Brand and/or Company mention and 1 Advertised Commercial Break Produced by the Team. As well as graphic Lower 3rd's during broadcast

WHAT DO OUR SPONSORS GET?

\$400k-

Brand and/or Company
mention and 1 Advertised
Commercial Break Produced by the Team.
As well as graphic Lower 3rd's during broadcast.
Also will Produce a segment that will be
sponsored by your company and introduced by
an on-Air Talent

\$600k-

Broadcast will be titled as a **SPONSORED BY** event for both days. Brand/Company will also be included in all Promotions leading up to event.

Brand and/or Company
mention and 2 Advertised
Commercial Breaks produced by the Team if needed.
As well as graphic Lower 3rd's during broadcast. Also
will Produce a segment that will be sponsored by your
company and introduced by an on-Air Talent

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WHAT'S OUR BUDGET LOOKING LIKE?

PRODUCTION / AV TECH CREW (Equipment, Camera, Sound, Stage, Design, etc) =\$300K

> TALENT DEALS (Including Hosts, Celebrity Chef & Guests) = \$150K

PRODUCTION STAFF (Video Producers, Coordinators, Cleaning, Catering, etc) =\$100K

TRAVEL (Includes Transportation, Flights & Hotel Stays for our

=\$30K 050 936

VENUE (Includes Seating for Live Audience)

=\$20K

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WHO'S PRODUCING THE SHOW?



Marilyn Gill

NAACP Award-Winning Executive Producer
Emmy- Nominated Producer

Over 20 years Producing Television Content

Work Includes:

BET Network - Sunday Best

Oprah Winfrey Show

Apollo Live

The Monique Show

Celebration of Gospel

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WHO ARE WE?

Wilshire Productions

A Los Angeles Based

Media Production Company

that specializes in producing LIVE

and Tape -to-LIVE Televised,

Digital, Music and Special Media events.



WILSHIRE PRODUCTIONS

Join us in our adventure to making great content!

THANK YOU

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