

PRESENTATION CONTENT

ONE-SHEETS

DESIGN

- Title page with project poster design or logo.
- Illustrations and graphic design for every page.
- Relevant images, photos and/or graphic designs.
- Wish-list/cast member images
- Graphs or designs to illustrate target audience/demographic

NON-CREATIVE WRITING

- Project details, producers, creators, writers, committed talent, production companies.
- Reserved rights
- Non-disclosure/confidentiality clause.
- Selling points for the show/movie if applicable.
- Target or ideal networks
- Contact information

CREATIVE WRITING

- The Pitch
- Tagline
- Logline
- Project concept
- Summary or Synopsis

NOTE:



Not every bullet point will be included in decks. Only points that are relevant to client's type of project and overall objective.

PITCH DECKS

DESIGN

- Title page with project poster design or logo.
- Illustrations and graphic design for every page.
- Relevant images, photos and/or graphic designs.
- Wish-list/cast member images
- Graphs or designs to illustrate target audience/demographic

NON-CREATIVE WRITING

- Project details, producers, creators, writers, committed talent, production companies.
- Reserved rights
- Non-disclosure/confidentiality clause.
- Selling points for the show/movie if applicable.
- Target or ideal networks
- Contact information

CREATIVE WRITING

- The Pitch
- Tagline
- Logline
- Project concept
- Summary or Synopsis
- Treatment
- Story Bible
- TV Show structure and/or segments.
- TV Show's key elements

NOTE:



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BUSINESS PROPOSALS

DESIGN

- Title page with project poster, or logo and relevant graphic designs.
- Illustrations and graphic design for each page.
- Relevant images, photos and/or graphic designs.
- Wish-list/cast member images
- Graphs or designs to illustrate target audience/demographic, projections, forecasts, comparisons etc.

WRITING

Writing may include some or all of the elements described in the Pitch Deck service. The following would also be included:

- INTRODUCTION
- Executive summary
- Profit Participation
- Revenue Streams
- Investors' ROI
- Organization's Structure
- Operation's Exec & Support Staff
- Sales Projections
- Profit Forecast
- Performa Profit and Loss Statement (Yearly)
- Marketing Plan
- Marketing Objectives
- Distribution Strategy
- Channels of Distribution
- International Distribution
- ROI Schedule
- Rights, Legal and Accounting
- Rights and Obligations of Members
- Rights and Obligations of Manager
- Certificate of Organization
- Overview of the Industry
- Direct Competitors
- Profiles and bios on players and committed talent.

NOTE:

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Additional fees may apply for research, if required for writing. All writing is optional. Client may provide writing and limit service to design.