

# COACHES! 101 PRODUCTION CELEBRITY V CHARACTERS' WAR COMEDY SPECIAL PROJECT SCOPE

March 5, 2018

## OVERVIEW

### 1. Project Background and Description

*Celebrity v Character's War comedy special on Facebook is the pre-Screen for the premier of the Half Hour Comedy Special. The first screening for Mad Comedian, which will be then sold to Facebook; for your viewership. Then sold to other venues on behalf of Coaches! 101 Productions. This product is and will be brought to you by Coaches! 101 productions. It's a free online event, if you want to donate to have your name on the screen, there will be a set up page to sponsor the premier debut on Facebook.*

### 2. Project Scope

Coaches! 101 Productions, wants to sell this comedy special to vendors outside of Facebook, after being displayed on Facebook Watch. This premier was set up to help Coaches! 101 Productions build and buzz that can show a base for other networks to pick up the comedy special. We created a pre-screening event to show a support base. (Traditional route) Pre-Screening. We created a Watch Party, to build a support audience that may have interest in the product. Coaches! 101 Production also, hired a PR firm to build a fan base on a social media platform of the character's choice. And Instagram, was selected, as the choice and the Like-A-Thon in which it was called Lasted from 1/30/2018 to 2/2/2018.

### 3. Like – A – Thon Event

To build and generate buzz for the show on Facebook Watch, Coaches! 101 Productions, which was paid for by Omar Dyer as a self-financed corporation hired Mr. Insta on 1/30/2018. It's an Instagram personal relations consultant that builds up fan bases using real Instagram accounts.

[Instagram.com/madcomedian](https://www.instagram.com/madcomedian)

- Like count before the 1/30/2018 transaction: 101 followers, 287 following notability 97 percentile (97,000,000 other pages are more famous than this one.)
- Like count after the 1/20/2018 transaction: 20,101 followers, 300 following: notability 82 percentile (82,000,000 other pages are more famous than this one.)
- Total Cost for this event: Like – A – Thon \$200 for 20,000 fans: Order #29589 (January 30, 2018) billed to Omar Dyer.

## 4. Facebook Watch Party Event

We created a Facebook event to promote the premier of the comedy special. Something like a pre-screening in a traditional route. We need to build a Credit Roll for the production since 100% of the special will be solely done by Omar Dyer. And we used those analytics to create a base of support for Mad Comedian

- Targeted Reach 2k
- Viewed 5k
- Responded 200
- Event likes 500
- Cost of this promotion \$40: Reference number #GYADUESWU2 Transaction: 1534385770011628-3200065, billed to Omar Dyer.

## 5. Pre-Production Budget

This is what it cost us to produce this event in a pre-budget anyalsis.

1. Marketing (Ads) Building a fan base
  - a. Instagram: \$200
  - b. Facebook: \$40
2. Software used
  - a. Moviestorm: \$250
  - b. Samsung Microphone \$100
  - c. Samsung Laptop \$450
  - d. Microsoft Word: \$150 yearly subscription
  - e. Acer Laptop: \$250
  - f. Shure Microphone \$100
3. Lodging / Studio (Yearly expense)
  - a. \$11,000
4. Actor's contract (Based on tax returns)
  - a. Omar Dyer \$35,000
5. Total Pre-Production Budget
  - a. \$47,940

## 6. Day of Event Tally

The tally for those that attended the premier was arranged by those that liked the event. There was a total of 525 people that liked the page. We got our tally with a promoted advertisement through Facebook. The selected price for this advertisement on Facebook was \$100, with a target audience of male and female, that reached 5,000 people.

## 7. Post Production (After the event) Pre-Screening (2/14/2018) Screening (2/16/2016) On Facebook

The production of Celebrity v Characters' War was displayed in "Brazil," South America and North Hollywood, California. The targeted cities were Sao Paulo and Rio De Janeiro in Brazil, South America and North Hollywood, California USA. Here is a complete break down of the transaction. These transactions are part of the purchasing purse for what is called paid in advance streaming. "Please see index for the meaning of paid in advance streaming."

1. 30s to 1-minute Trailer Teaser, displayed on Instagram, Facebook, Youtube

- a. 2/02/2018 – 2/03/2018
    - i. MoNique Post: 12 likes, 19 clicks on website 1316 impressions: target area California, New York, Texas, Florida, and Pennsylvania cost \$10 see receipt summary # TKP5XESWU2.
    - ii. MoNique Post 2: 26 likes, 8 clicks on website: 1694 impressions: Target area New York, California, Texas, Florida, Georgia. Cost \$10 see receipt summary # TKP5XESWU2.
    - iii. Total Cost of Campaign
      1. \$20
  - b. 2/13/2018 – 2/20/2018 ad set: [6113850648128](#), [6114114935728](#), and [6113783564728](#)
    - i. Omar Dyer Ad posted on 2/13/2018
      1. Views: 128
      2. Impressions 620
      3. Cost: \$10
    - ii. MoNique Ad: posted on 1/22/2018
      1. Views 769, 17 click on post, 348 engagements
      2. Target area: New York, California, Texas, Florida, and Georgia
      3. Cost: \$20
    - iii. Mad Comedian Poster: 2/19/2018
      1. Impressions 860
      2. Cost: \$5.94
    - iv. Total Cost of campaign
      1. \$34.94
      2. **Ref: #EFRBJEWWU2**
      3. Transaction # **1499264166857123-3251197**
2. Event Ads for Celebrity v Characters' War
    - a. Marketing Ad: Via Instagram / Facebook
      - i. 943 views
      - ii. 943 impressions
      - iii. Target area: USA
      - iv. Total Cost: \$15
    - b. Marketing Ad
      - i. 966 impressions
      - ii. Cost \$59.72
      - iii. Ad Set ID [6113027576728](#)
    - c. Total Cost for Campaign
      - i. \$72.42
  3. 2/16/2016 Screening for Celebrity v Characters' War
    - a. South America, Brazil (Sao Paulo, Rio De Janerio)
      - i. 46,497 impressions
      - ii. 25, 761 units sold
      - iii. 262 link clicks, 4 shares
      - iv. Cost \$80
      - v. Reference Number: BFRBJEWWU2
    - b. North America, USA (North Hollywood California)
      - i. 16,692 impressions
      - ii. 16,357 units sold
      - iii. 41 link clicks
      - iv. Cost \$80
    - c. Total Cost of Event 2/16/2018 and Tally
      - i. \$160
      - ii. 41k units sold on 42k views
      - iii. 100,354 impressions

### Detailed summary of events.

The first screening for the comedy special was a standard success, these were paid in advanced views; which resulted in a business transaction of units sold. The merchant selling the product is Facebook, the patron buying the product is Omar Dyer. The company that produced the content for Facebook was Coaches! 101 Productions using UPC # 00868055000433. Coaches! 101 A NJ Non-Profit doing business as Coaches! 101 Productions: "As of 9/19/2017: our parent company Coaches! 101 A NJ Non-Profit, has applied for and achieved a certificate of sale with The Global Language of Business. This allows our company to have its very own GS1 company profile. Our profile number is GS1 Company Prefix: 08680550004 and our Legal Entity Global Location Number (GLN): 0868055000402. Coaches! 101 Productions, has an Account Number: 16029835 and our certificate to produce UPC through GLN expires 9/30/2018."

The numbers in this Project Scope will be submitted to the sales monitoring services, based upon demands. These numbers have been finalized by the company as in part to actual business transactions for a product submitted to a platform, and then sold to a patron for public consumption. Our formula using paid streams and impressions are the same as the count used in by the RIAA industry.



Picture above is the barcode for the UPC provided by GS1 "The Global Language of Business."

## 8. Contractual Obligations

Contractual Obligations are to pay from revenue gained to Omar Dyer for the following duties. The purchasing agent will be paying for which is included in the offer sheet. These contracts are pro-bono basis, meaning the purchasing agent is picking up the bulk of the salaries. This is part of the licensing agreement to use the images that have a service mark credit too, Omar Dyer and Coaches! 101 A NJ Non-Profit doing business as Coaches! 101 Productions.

1. Lead Writer for Manuscript \$5,000 (minimum payout, fee goes to the WGA as a member)
  2. Voice Over Talent \$2,500 (Flat Fee)
  3. Producer \$5,000 (Flat Fee)
  4. Production \$5,000 (Flat Fee)
  5. Actor \$10,000 (minimum payout fee goes to the SAGA union as a member)
  6. Director \$10,000 (minimum payout fee goes to the DGA union as a member)
- Total Cost of Contractual Obligations: These are on pro-bono contracts, based on purchasing agent.
    - \$27,500

## 9. Distribution Budget (After 2/16/2018)

TBA

### APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above and authorize the team to proceed.

Name	Title	Date
Omar Dyer	Legal Representative	1/10/2010

  
\_\_\_\_\_  
Approved By

\_\_\_\_\_  
Date

Omar Dyer  
\_\_\_\_\_  
Approved By

2/12/2018  
\_\_\_\_\_  
Date