




Premise

(PROBLEM)

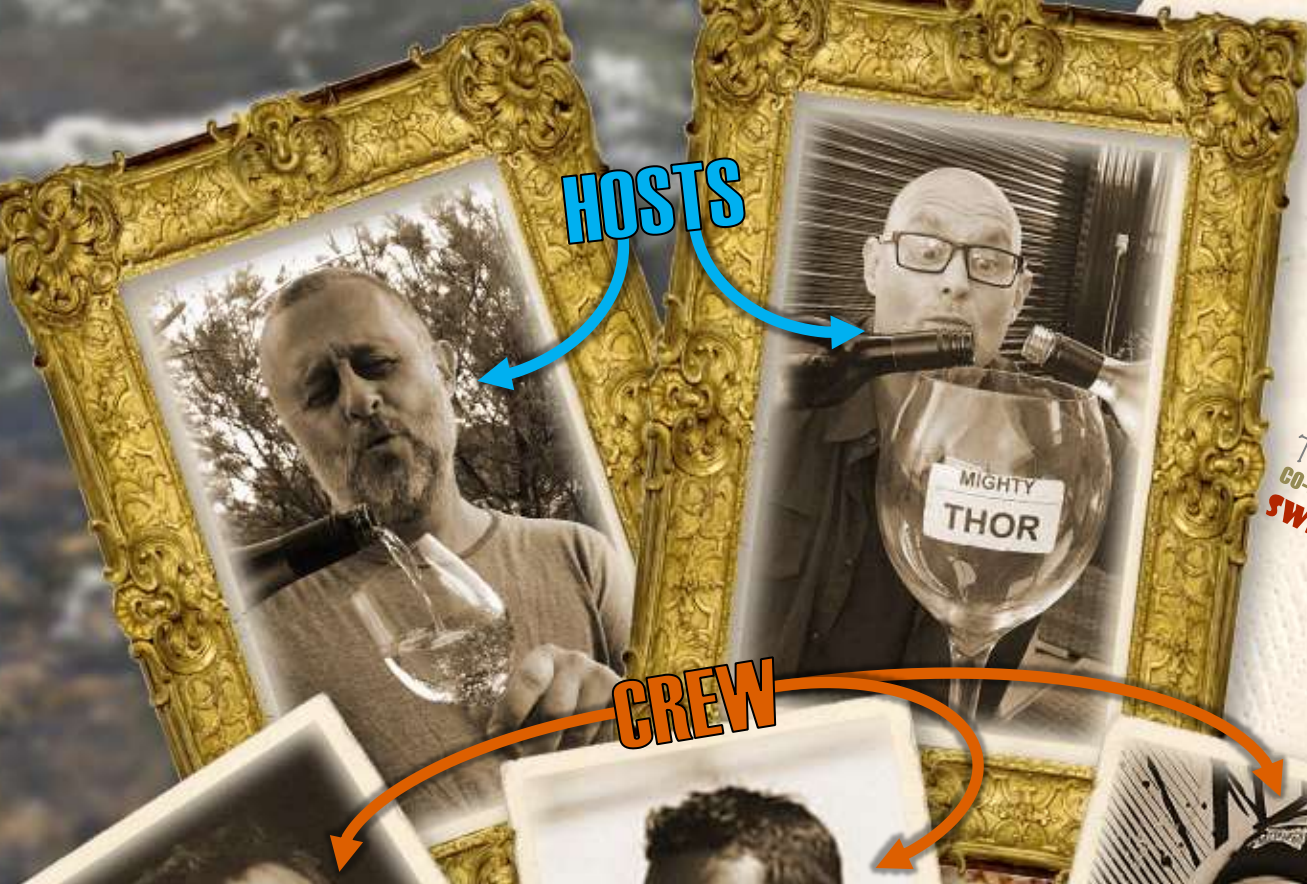
Two very creative Blokes, both sick and tired of the fast-paced city life.

(SOLUTION)

Pack up city life, buy 4x4 and Caravan and start a new journey as **GOLD** prospectors and  YouTube stars.



HOSTS



CREW



POST CARD

FOR CORRESPONDENCE

FOR ADDRESS ONLY

Tim Murray
CO-CREATOR
SWINGER

Award-winning
multimedia
producer and
budding psychology
major

Tristan Jones
CO-CREATOR
SWINGER

Award-winning
children's television
program co-creator
and major art
gallery owner

Zane Randell
SHOW CONSULTANT

Aussie geologist and global
mining safety and health
manager

Mike Borg-Costanzi
SHOW CONSULTANT

Manchester, UK, mining
geologist 1st class honours

Tiffany Jones
ACCOUNTING

Online business owner and
highly skilled at keeping the
boys in line



Show Structure

Duration of the **SHOW**: 15 minutes

- x1 WEEKLY Main Show upload
- x1 Weekly Special upload (Facebook live/Instagram live/ or a special paid sponsor upload/unboxing - very organic and unstructured)

SHOW (presented as day-in-the-life, but filmed over 4 days and edited over 1 day)

- Roll Opening **SHOW** title and Sponsors
(insert sunrise time lapse)
- Always start the day with “GOOOOOD MORNING **SWINGERS**”
(and always referring to the audience and viewers as “**SWINGERS**” during daily filming)
- Then, start the day filming with a chat and laughs over coffee and then daily briefing and plan session
(this is a rough walk and talk to camera)
- Cameras on as we get our gear all set up and film as we head out to prospecting locations
(insert drone shots)
(wild life shots)

SHOW (continued)

- We then proceed to prospect for gold
(Tim & Tristan will always have their GoPros and point & shoot cameras on)
All action (**GOLD FINDS**) will be filmed from start to finish
(a weekly prank on each other for added humour - Organic, **NOT** staged)
- Head back to camp - and film the all-important gold weigh up
(this is the drama of how much **GOLD** we've found)
- Film our meal preparation
- And then sit by the fire and film as we chat about the day's prospecting and other stories over beers
(insert time lapse camera for sunset)
- Then film off to bed... the Click off the lights.
- Then a “GOOD NIGHT **SWINGERS**”
- Roll Credits & Sponsors

Marketing

City Swingers is a new Brand and Show.

It is critical that we have a strong Marketing plan to develop Viewers of the Show and Consumers of the Brand.

SOCIAL MEDIA MARKETING is the main method of brand promotion for the Show. This reinforces the accessibility, honesty, and down-to-earth nature of the Show's hosts, building brand loyalty and engagement.

Not forgetting the 4x4 and the Caravan, **BRAND MARKETING** is always on the go with us and our sponsors, creating great word-of-mouth wherever we go!

GIVEAWAYS! T-shirts, mugs, caps, stickers, small bits of gold... (for follows and views, of course).

We're also not scared to send out **small kids** to shout about the Show!



YouTube is our primary channel to deliver the Show. With weekly Episodes and Specials, this is how we connect with our **SWINGERS**.

Revenue through Views and Affiliate links.

Facebook is the secondary communication channel, giving a Friendly way to tell small Stories with Images to support the narrative.

Revenue through Affiliate links, and feeds back to YouTube.

Instagram is also a secondary communication channel, but this is more for photo essays. Main strength their encouragement of hashtags – allowing more people to find us!

Feeds back to YouTube channel.

Twitter lets us focus on short thoughts about the day, finds, and whatever else crosses our minds! It can develop strong and loyal relationships with our viewers.

Feeds back to the YouTube channel.

Revenue - Gold

OUR FIRST revenue point is finding **Gold**. It's what the Show is all about!

WE HAVE researched the best and latest metal detector - the **GPZ 7000**. With the 19" coil, it finds gold 70% deeper than any other detector.

OLD fields seem like NEW fields, making **BIG** finds possible.

FINDING GOLD makes for Exciting viewing, leading us to more **Reliable Revenue Streams**.



Revenue - YouTube

ENTERTAINMENT

Create a Global family friendly Gold Prospecting Vlog with loads of Adventure, abundance of Humour and Aussie larrikinism in spades.

With a fair bit of drama thrown in for good measure.

SUBSCRIBERS

The objective of YouTube is to build a following... a family... a community that tunes in to watch your channel every week to follow "City Swingers" adventures.

The more FOLLOWERS and VIEWS you attract to your channel the more lucrative the revenue.

VIEWS

The Key for VIEWS is to engage with their senses and keep them watching your VLOG right until the end.

This increases the chance of more advertising REVENUE from Merchandise and Affiliate SALES, Sponsorship and Brand DEALS, and YouTube ADS.

A million views/month (comparable with other Good adventure channels) has the POTENTIAL to return **\$60,000/month** (based on advertising keyword average values and viewer interactions).

MERCHANDISE

Building a solid Subscriber platform leads to a captured demographic that is purely focused on your specific brand. This is where we can activate a very strongly targeted Merchandise offering.

"CITY SWINGERS" would take full advantage of our strong Subscriber base to promote all associated and relative Merchandise opportunities - T-Shirts, Stubby Holders, Bumper Stickers and so on.

BRAND INFLUENCERS

Being a leader on your chosen platform - is the exact definition of being a "Brand Influencer".

When you command a large Subscriber base or Followers, you are in fact a viable and valuable source and direct link between product and target market.

And this equates to a solid Return on Investment (ROI) for Brand Partners, and PREMIUM revenue for the SHOW.

SPONSORS

The Key focus for potential Sponsorship revenue is to Create a strong viewer base.

By building a large audience or viewers is a very attractive proposition for any company.

AFFILIATES

Whenever a product is casually used in the weekly show, a link is given in the show notes where viewers may purchase the product online.

Products purchased via that link generate revenue for you.

Revenue - Sponsors

All Sponsors get the following benefits, with **GOLD**, **SILVER** and **BRONZE** Sponsors getting additional benefits shown above the Caravan!

1. Full Company Credits at the end of every Episode with Company Logo
2. Mentions on ALL our social media platforms
3. Company links on all our media platforms



12-month contracts - renegotiated

BRONZE \$100/mo

1. 4x **Small** Company Branded Stickers on the Caravan
2. 3x **Small** Company Branded Stickers on the 4x4
3. **1x** "City Swingers" T-Shirt
4. **1x** "City Swingers" Stubby Holder
5. **5x** "City Swingers" Bumper Stickers

SILVER \$200/mo

1. 4x **Medium** Company Branded Stickers on the Caravan
2. 3x **Medium** Company Branded Stickers on the 4x4
3. A **Small** Company Shout out every week on the show (product plug)
4. Your Company Branded (**medium** size) Logo on both Tim & Tristan's detecting shirts (featured in every Episode)
5. **1x** "City Swingers" T-Shirt
6. **1x** "City Swingers" Stubby Holder
7. **1x** "City Swingers" Bumper Stickers

GOLD \$300/mo

1. 4x **Large** Company Branded Stickers on the Caravan
2. 3x **Large** Company Branded Stickers on the 4x4
3. A **Large** Product or Company Shout out every week on the show (product plug)
4. Your Company Branded (**large** size) Logo on both Tim & Tristan's daily detecting shirts (featured in every Episode)
5. **2x** "City Swingers" T-Shirts
6. **2x** "City Swingers" Stubby Holders
7. **10x** "City Swingers" Bumper Stickers



Revenue -

PRODUCE FOR SALE



Merchandise sales is a CORE revenue opportunity and includes Coffee Mugs, T-Shirts, Stubbie Holders, Baseball Caps, and Bumper Stickers.

The Double Entendre of **SWINGING** is a fun way of promoting the show, and phrases like these will appear on Show Merchandise (along with the Show Logo).

I **SWING** both ways!

I'm a **SWINGER**!

Do you even **SWING**?

Ask me about **SWINGING**

SWINGERS CLUB

Equipment

2x Canon PowerShot SX730 HS



2x GoPro HERO6 Black



As very active members within the  YouTube community - We have soaked up all that is working and what makes YouTube the success that it is today.

Additionally, we have spent countless hours per day finding out what works in Front and Behind the creative process in our multimedia and television professions.

One thing we have been Very interested in is what Equipment do the top YouTubers around the world use to make such creative and amazing content.

So, after months of extremely extensive product reviews on Drones, GoPros, and Point & Shoot Cameras, we have identified these key Brands that would certainly bring our “**City Swingers**” gold prospecting project alive!



1x DJI Mavic 2 Zoom

Investment Opportunity

We are looking for a solid PLATINUM Investment partner to join our **City Swingers** team.

City Swingers (intellectual property wholly owned by the T&T Productions company) are looking for an investment of \$150,000 for a **30%** equity stake in **T&T Productions** for this exciting and progressive media platform.

However... if we can not sufficiently raise the full amount of \$150,000 from one investor, We would certainly be open to 3x Investors at 10% Equity for \$50,000 each.

(IMPORTANT to note - \$50,000 Investment will ALSO entitle you to the PLATINUM status package)

Because of the nature of Gold Prospecting and Social Media start-up companies - this is a Speculative investment.

Our emphasis is to build a Solid platform of Subscribers as quick as possible to maximise you a solid ROI (return on investment).

Because of the nature of Gold Prospecting - Tim & Tristan will give their Word on ALL Gold Finds with respect to accountability. We will have a Gentleman's Agreement with a strong respectful Handshake.

ALL Gold Finds and Weigh-Ins will be Filmed and Documented for further accountability from our team. (It's the excitement of the Show!)

Your much-needed investment would be of a financial nature only... However, if you have a specific skill set that would advance our vision moving forward, we would be certainly more than happy to chat!

AREA	EXAMPLE	AMOUNT
4x4	Toyota Land Cruiser, with recovery, navigation, communication and safety equipment	\$50,000
Caravan	Off-road 4x4 4-berth caravan, kitted with solar power	\$50,000
Prospecting	GPZ 7000 detectors, digging and processing gear, communications and safety equipment	\$25,000
Camping	Petrol generator, basic furniture, external cooking, reserve water, gas, diesel and patrol containers	\$5,000
Production	Cameras, drones, and GoPro equipment, with spares and full satellite internet connection	\$10,000
Living	Basic food, travel and communication costs for 3 months	\$10,000
TOTAL		\$150,000

Full budget spreadsheet available on request.

Timeline


Time* (months)	Activity	Revenue
0	Initial investment	
0	Purchase equipment and initial setup Initial sponsors	Sponsor payments
+1	Travel to locations Start filming Detecting	Gold finds
+2	Publishing to YouTube	
+3	Hit 5,000 subscribers Introduce affiliate products	
+4	Introduce paid product endorsements	Endorsement payments
+6	Hit 50,000 subscribers Apply for YouTube Partner Program Introduce City Swingers merchandise	Affiliate and merchandise payments
+10		YouTube payments
+12	Hit 150,000 subscribers	

* Conservative estimates, ONE Viral Video can have a MASSIVE impact on Subscribers



Returns


PLATINUM Investors will be our Major sponsor for “**City Swingers**”, delivering 30% ownership of T&T Productions. This returns...

- 30% of all gold finds
- 30% of all  **YouTube** advertising revenue
- 30% of all affiliate sales
- 30% of all sponsorship revenue
- 30% of all merchandise sales

... in short, 30% of the PROFITS of T&T Productions.

This project is High Risk but has a **SOLID** expectation of **HIGH** Returns flooding in!

PLATINUM

1. **Opening Credits** - City Swingers brought to you by (insert Company name)
2. **Largest** logo on end credits
3. A **large** Product Placement or Company mention on every Episode (Company plug)
4. 4x **Main** Company Logos on Prime space of the caravan
5. 3x **Main** Logos on the 4x4 Prime space
6. **Large** Company Logo Branded on Tim & Tristan's detector shirts worn in every Episode
7. **Strong** Company shout outs on ALL our social media platforms

8. Your Company Logos and links on **ALL** social media
9. **6x** City Swingers T-Shirts
10. **6x** City Swingers Stubbie Holder
11. **2x** City Swingers Baseball Caps
12. **30x** City Swingers Bumper Stickers

Summary

Thank you for taking the time to check out our new investment opportunity... **"City Swingers"**.

IN A NUTSHELL - Two city blokes, that have had a gut-full of the city life...

OUR MISSION - Spend every day swinging gold prospecting detectors in the search for the elusive shiny stuff!

THE BUSINESS - Film all the adventures for our **"City Swingers"** YouTube Channel. The objective is to build a financially profitable Channel through Subscribers and Channel Sponsors.

FUTURE POTENTIAL - Television syndication would certainly be on the table.

We look forward to your feedback.

TEAM SWING



Contacts

Co-Creators/Producers



Tristan Jones
04 0323 3511
tristan@celebriwines.com

Tim Murray
04 2462 5671
tim@celebriwines.com

PO Box 4114
Geelong, VIC, 3220
Australia