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CELEBRITY ENDORSEMENT CAPABILITIES

CONCEPT:

The Filmore Group (TFG) has the ability to access and tap into the vast reach and influence of the top Celebrities/Athletes/Viral Stars in the nation. Through our vast network of relationships and contacts, TFG can reach out to and negotiate formal agreements with talent management on behalf of your company.

Our team will help your marketing staff craft organic messaging campaigns that are consistent with your brand's mission and rationale. TFG is prepared to manage the execution of customized campaigns designed to reach their specific audience(s). We will manage this process in a completely turnkey fashion through deliverables including but not limited to:

- talent acquisition
- category clearance
- contract negotiation
- campaign concept development
- creative development
- talent execution adherence
- campaign reporting
- data collection and analysis
- detailed recap

CAMPAIGN EXAMPLES:

Package I

- Three (3) of the following platforms: Instagram, Twitter, Facebook, and Snapchat
- One (1) Post Per Week on Each Platform (Three (3) Total)
- Video posts will be :30 seconds or less
- Posts may only be used by the client
- Voice, Likeness, and Image Usage (Social & Digital Only)
- Length 30 days or four (4) weeks

Package II

- Five Platforms: Instagram, Twitter, Facebook, Snapchat, Periscope, and Vine
- One (1) Post Per Post Week Each Platform (Five (5) Total)
- Sweepstakes spokesperson
- Video posts will be :30 seconds or less
- Posts may only be used by the client not third parties and/or limited written post (TBD)
- Voice, Likeness and Image Usage (Social & Digital Only)
- Length 60 days or eight (8) weeks



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Package III

- Appearance inclusion
- Minimum of one (1) in person consumer appearance for a minimum of 2 hours
- Five Platforms: Instagram, Twitter, Facebook, Snapchat, Periscope, and Vine
- One (1) Post Per Post Week Each Platform (Five (5) Total)
- Sweepstakes spokesperson
- Video posts will be :30 seconds or less
- Posts may only be used by the client not third parties and/or limited written post (TBD)
- Voice, Likeness and Image Usage (Social & Digital Only)
- Length 90 days or twelve (12) weeks

Package IV

- Video Ad Inclusion
- Radio (:30 second) ad creation (3 scripts maximum)
- Appearance inclusion
- Minimum of one (1) in person consumer appearance for a minimum of 2 hours
- Five Platforms: Instagram, Twitter, Facebook, Snapchat, Periscope, and Vine
- One (1) Post Per Post Week Each Platform (Five (5) Total)
- Sweepstakes spokesperson
- Video posts will be :30 seconds or less
- Posts may only be used by the client not third parties and/or limited written post (TBD)
- Voice, Likeness and Image Usage (Social & Digital Only)
- Length 90 days or twelve (12) weeks

*Please note that the level of investment varies for each campaign according to the popularity of the talent and the size of their fan base. The following is an example of some the Celebrities/ Athletes/Viral Stars that we have immediate access to:

A Level

- [Snoop Dogg](#)
- [Kevin Durant](#)
- [Nick Young](#)
- [Jeremy Lin](#)
- [Blake Griffin](#)
- [Chris Paul](#)
- [Paul Pierce](#)
- [Kendrick Lamar](#)

B Level

- [Matt Barnes](#)
- [Deandre Jordan](#)
- [Jordan Clarkson](#)

C level

- [Jamal Crawford](#)
- [Metta World Peace](#)

D level

- [J.J. Redick](#)



CELEBRITY ENDORSEMENT CAPABILITIES

