

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

February 2, 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 a 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

TBA – no information at this time, this is a pre-budget or before the event budget.

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

TBA – No information on this section because these are the tallies for the after event.

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

TBA

