



GETTING YOU IN THE GAME

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Company Style:



Travel website

American Colours

Simplicity

American Themed

Sport Company



Target Market:

Family



NYC 5 Day City Break

Children's
Parents



Baltimore/Washington DC 7 Day Trip

Sports
Fans



Social



Company Budget:



- Small local family run company based in York
- Lower Budget not allowing Travel
- Quality Marketing low budget



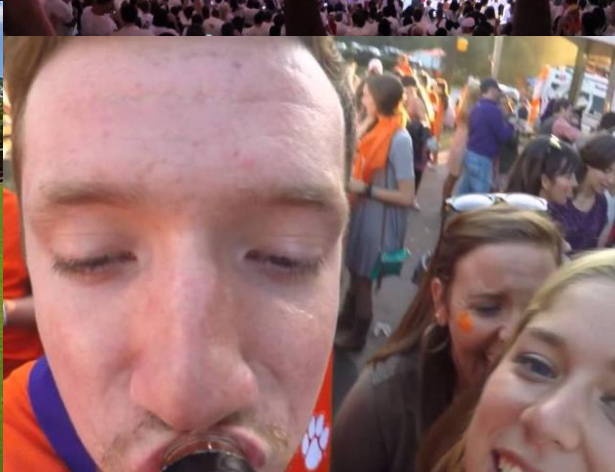
3 Ideas





- POV
- Lifestyle
- First hand experience







- Stabilization
- Professional
- Practical
- Equipment





- **Basic Shot list**
- **Essentials**
- **Shoot for edit**





- 20% off holiday
- Go pro (potential advertisement)
- Editing Cost
- Music Royalties



Legal Aspects:

Generally, in the U.S. video **filming** people who are in a **public** place without their **consent** (whether police or a private citizen), is 100% legal.

Photo/Film Consent and Release Form

Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to [legal entity/organization], its affiliates and agents, to use my image and likeness and/or any interview statements from me in its publications, advertising or other media activities (including the Internet). This consent includes, but is not limited to:

(a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of me and/or record my voice;

(b) Permission to use my name; and

(c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the Internet), in theatrical media and/or in mailings for educational and awareness.

This consent is given in perpetuity, and does not require prior approval by me.

Name: _____

Signature: _____

Address: _____

Date: _____

The below signed parent or legal guardian of the above-named minor child hereby consents to and gives permission to the above on behalf of such minor child.

Signature of Parent or Legal Guardian: _____ Print Name: _____

The following is required if the consent form has to be read to the parent/legal guardian: I certify that I have read this consent form in full to the parent/legal guardian whose signature appears above.

Date Signature of Organizational Representative or Community Leader





Demographic:

- Easy Package Holiday for young groups & families
- Good activity to add to your holiday experience



Christmas advert:



A child's dream coming true

Target Market:

- Family
- Mothers





TOUCHDOWN TRIPS

Christmas advert production:



- **Film crew**
- **Equipment**
- **Easy travel**
- **Interview**



- Baseball participation in the UK has risen 68% in the past five years.
- American football being added to the £280 million school games programme.
- Basketball played by nearly 218,000 people every week.



Legal Aspects:

[FOR THE PARENT/GUARDIAN]

TO BE TYPED ON PRODUCTION COMPANY NOTEPAPER

Name:
Address:

Date:

"NAME OF PROGRAMME" (Working Title)

[Name of child], who is under my care and control has been asked to take part in the above programme.

1. That on signing this I have agreed that all or some of [name of child]'s recorded contribution can be included in this programme and to the other points in this letter.
2. That the nature of the programme which deals with *[insert a fair and accurate description of the programme]* has been explained to me. *[Where appropriate a full programme description that explains the envisaged role of the contributor should be referenced and attached to this release form].*
3. That the producers do not have to use [name of child]'s recorded contribution, but if they do, they may fairly cut and edit it in accordance with the TV regulator's (Ofcom) Broadcasting Code and use it in any publicity for the programme.
4. That I give all necessary consents for [name of child]'s recorded contribution to be used in all media anywhere in the world.

Signature.....

[UNDER 18s VERSION – not to be used other than with the parent's/guardian's consent form]

TO BE TYPED ON PRODUCTION COMPANY NOTEPAPER

Name:
Address:

Date:

"NAME OF PROGRAMME" (Working Title)

I understand and agree: -

1. That on signing this I have agreed that I can be filmed and that some or all of this filming can be included in this programme.
2. That the nature of the programme which deals with *[insert a fair and accurate description of the programme]* has been explained to me. *[Where appropriate a full programme description that explains the envisaged role of the contributor should be referenced and attached to this release form].*
3. That the producers do not have to use their filming of me, but if they do, they may fairly cut and edit as they wish in accordance the TV regulator's (Ofcom) Broadcasting Code and use it in any publicity for the programme.
4. That I give all necessary consents for the filming of me to be used in the programme in all media throughout the world.

Signature.....

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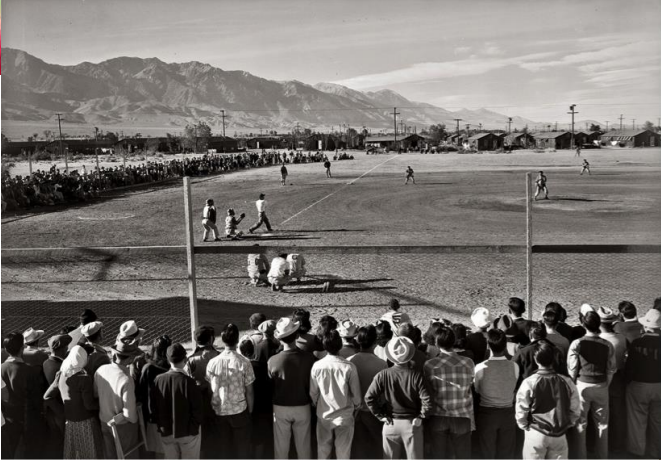
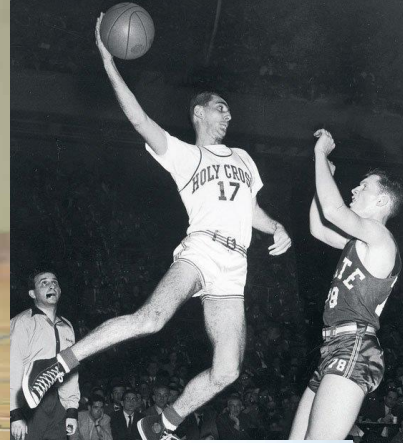
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Sponsorships:



YouTuber's
Advertisement

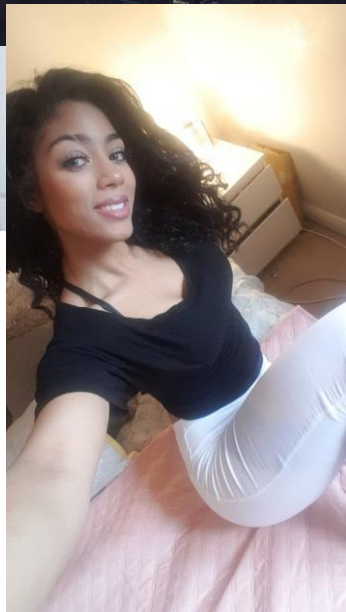
- Multiple YouTuber's
- Minimum half a million subscribers
- Commission based contracts
- Sport based YouTuber's



Instagram
Advertisement

Twitch
Advertisement





Jorvik Radio Sponsorship:

- MVP Travel in association with Jorvik radio.
- MVP Travel can become a founder member of Jorvik Radio for £50; this includes:
- An interview, circa 15 min, on air representing your company
- An invitation to all corporate events.



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- Monthly sponsorship can land you cyclical advertising on the radio station
 - We can house your promotional video/advert on our social media page.
 - Community radio station based in York. Remit: listenership of 300,000



Distribution

Main distribution aspects will be social media platforms

- YouTube
- Twitch
- Instagram
- Snapchat



- Facebook
- Instagram
- Twitter
- YouTube
- Snapchat
- MVPTravel
- TouchDown



- Facebook
- Instagram
- Twitter
- Snapchat
- Twitch

Christmas Idea

- Facebook
- Instagram
- Twitter
- YouTube
- Snapchat
- MVPTravel
- TouchDown

