



I'M THE VJ



Logline:
Fans get a chance to
be on TV, host their
own show, and
request music
videos.

Taped on location,
hosted by the fans.

Music Videos–Fans Make Requests

13 x 30'

“I’m The VJ” takes viewer requests to another level, putting the fans on TV! This new half-hour music video television program sets up production on location inside Hamilton, Halton, and Niagara’s best nightlife hotspots every week. A Hollywood style TV set is ready to find the area’s best new TV hosts, and the hopefuls quickly gather excitement ready for their fifteen minutes of fame. Throughout the night our camera crew captures live dancing, favorite dance moves, answers to our hilarious weekly questions, and fans making their own music requests. Each of them tag the end of their moment with “My name is (____), and I’M THE VJ!”

Sizzle Reel: <http://vimeo.com/11933451>





Network Benefits

Unique Fan Driven Program - Weekly Content at Low Costs:

La Vella Entertainment Group is open to negotiating the best possible licensing solution that fits your network. With a combination of direct license fees and production funds as well as the opportunity to obtain advertising time during the program, our company can negotiate an attractive price associated with taping and producing the weekly episodes. As an example, our production funds can be obtained through your affordable broadcast license, as well as through sponsorships from the nightclub/location plus any other in-content/sponsorship opportunities.

Street Level Marketing:

Your channel can get to the streets and add marketing for their brand and programming weekly. La Vella Entertainment Group will be on location taping 'I'm The VJ', and representing the network by way of 'Live Party Patrol and On Location Taping'. Also present at our 'TV set' will be the large backdrop with network logos and branding, banners and flyers, TV host Louie La Vella will be hosting the live nightclub event as MC, as well as hosting the televised program. This is the ultimate weekly marketing machine for your channel.

Viewer and Subscriber Retention:

Current viewers and subscribers will add more excitement for the network with a live, personal approach, and have the opportunity to interact and be a part of their favorite tv channel within this great new street level presence. For any current viewers that may be on the verge of losing interest in the station, our personal approach and engagement with every viewer that comes to us will gain a newfound love and retain that loyalty to your brand.

Increased Viewership and Subscribership:

Everyone wants to be famous at one point in his or her life. We give everyone that opportunity to be on television through our unique program. Our presence also distributes marketing materials (including flyers, etc..) at the location with information on your channel and details on other programming that may interest our demographic. Those that are not current viewers will be excited to watch themselves on TV and subsequently will increase overall ratings.

Web Content and Traffic:

For VJ segments that are not used on the TV program (or bloopers), they can be used on the network website for added hits and traffic. The material given out on location can have information with the web address for those that are looking to see what they have recorded.

Marketing Partner, MySpace, Facebook, and Twitter:

MySpace has expressed great interest in the program, its concept, and its marketing reach. With that in mind, they have agreed to be an integral marketing partner and have been advertising 'I'm The VJ' on all MySpace pages in high rotation. Our main online destination is located at MySpace and hosts added clips, program information, an event calendar and more. Our Facebook and Twitter presence for season two will host short video clips, photos, comments and more. Social media working at it's full potential.

Please review online clips (<http://www.vimeo.com/12235936>) to see a sample/shortened episode.

We look forward to discussing this exclusive opportunity. Please feel free to contact us at your convenience with any questions and development ideas that you would like to explore within our program.

Regards,
Louie La Vella
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Executive Producer – I'm The VJ: Music Television Series
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