



CITY GAMES

the four elements **competition** series

CITY GAMES IS AN URBAN OLYMPIC COMPETITION SERIES DESIGNED TO ENTERTAIN VIEWERS ON THE TELEVISION & DIGITAL DISTRIBUTION PLATFORMS.

MANAGE USER APP PROFILES DAILY AS AN INTERACTIVE SOCIAL MEDIA SHARED EXPERIENCE FROM A FAN OR ATHLETE PERSPECTIVE.

CITY GAMES ARE THE **REAL** SOCIAL MEDIA GAMES OF GENERATION YOU.

CITY GAMES

THE APP' LYMPICS

"THE APP REGISTERS USERS FOR THE CITY GAMES - A WORLD WHERE YOU CAN BE AN URBAN OLYMPIC ATHLETE..."



THE APP

Register the City Games App and gain free access to building a contestant or viewer profile.

A GAME DESTINATION

The City Games App is used to register for the games as well as vote on the City Games. The main attraction for the App is the COMP CAM camera that records auditions.

**** Additional consult from DD required regarding the App. ****



CREATE A PROFILE

Enter the City Games or just watch the City Games! Creating a profile allows you to share your scores and highlights all over Social Media.

INTERACTIVE COMPONENTS

- * MAINTAIN PROFILE DAILY
- * VIEW ANALYTICS FROM VOTERS
- * ADD IMAGES / VIDEO LINKS
- * NETWORK WITH OTHER URBAN ATHLETES

FEATURES

- * CAMERA WITH EDIT + TRIM OPTIONS
- * TIMELAPSE CAMERA

TECH INNOVATION

- * LINK CONTENT TO SOCIAL MEDIA PROFILES
- * SOCIAL MEDIA SCORE SHARING



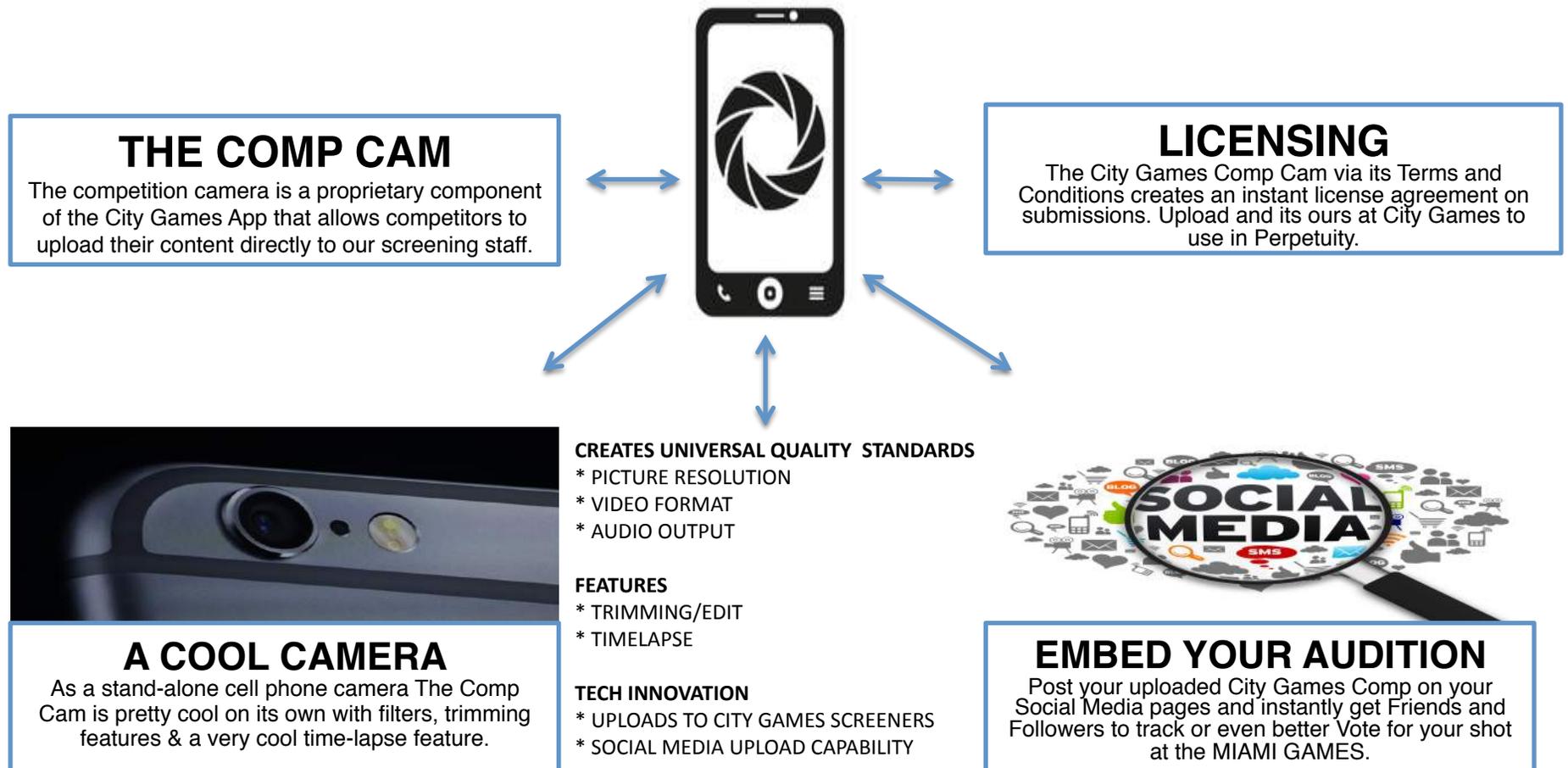
SHARE CITY GAMES

Update your Friends or Followers with your alternative Urban Athlete persona as well as shocking them at how awesome you are!

CITY GAMES

THE COMPETITION CAMERA APP

“THE PROPRIETARY CAMERA FEATURE THAT CAPTURES CITY GAMES CONTESTANTS & CROWNS CITY GAMES CHAMPIONS...”



CITY GAMES

THE HOSTS & UPDATE VIDEO JOCKEYS (VJ'S)



MIKE STUD
city games series host



RACHEL BUSH
city games trending VJ



VICKI LI
city games international VJ

THE MODERN DAY VJ

The City Games HOSTS are on the rise. Internet Sensations are the voice of this Millennial generation. They are cool, talented & driven. Mike Stud is a former All American baseball player who suffered a career ending injury. Soon discovered that he had a reason for moving on in rapping. An unlikely hip hop hero – Mike has one of the hottest songs in the game “Swish.” Mike is flanked by Internet Sensations and Instagram Girls who have millions of followers who will follow them into our competition. It’s not always about getting stars, it’s about making them too!

Mike Stud hosts the series while cutaways to trending cultural niche VJs keep us up with the pulse of the Wi-Fi world around us. These VJs are always available on the Digital platform and appear in bumpers/teasers & scoring updates.

- * **RACHEL BUSH** TRENDING VJ | INSTAGRAM 280K FOLLOWERS | CLAIM TO FAME “DM GIRL”
- * **JEN SELTER** BEHIND THE SCENES VJ | INSTAGRAM 9MIL FOLLOWERS | CLAIM TO FAME “BEST BUTT IN THE WORLD”
- * **VICKI LI** INTERNATIONAL VJ | INSTAGRAM 1MIL FOLLOWERS | CLAIM TO FAME “CHINESE INSTAGRAM SENSATION ”
- * **CHANEL ANGELII** GOSSIP VJ | INSTAGRAM 380K FOLLOWERS | CLAIM TO FAME “SEXY BEACH BLOGGER”
- * **TIANNA GREGORY** BUSINESS VJ | INSTAGRAM 3MIL FOLLOWERS | CLAIM TO FAME “HOT AS HELL ENTREPEUNEUR”
- * **TRACEY CUNNINGHAM** HAIR & FASHION VJ | INSTAGRAM 220K FOLLOWERS | CLAIM TO FAME “SALON OWNER WITH LARGE FOLLOWING”

CITY GAMES

THE CITY GAMES APP AUDITION GUIDELINES



UPLOAD 15 SECONDS

Vote via the City Games App

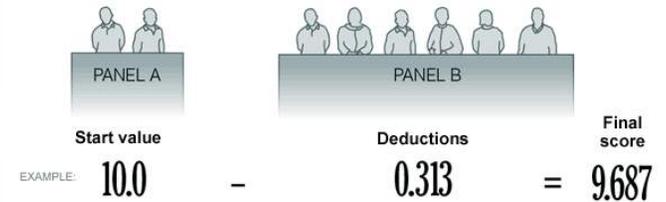
The City Games App is used to select the initial hundreds of CITY GAMES contestant hopefuls. After registering for free, Users record their audition with the COMP CAM our 'In APP' camera feature. Users edit their submission in camera with the Trim Option down to a 15 second submission, then uploading their audition to the City Games Youtube page, followed by sharing their audition to a vast selection of Social Media websites. **(NOTE: DIGITAL DOMAIN ASSIST IN REGARD TO HOW TO KEEP THE VOTING WITHIN THE APP FROM YOUTUBE)**

Certain categories such as Graffiti Artists & Hair Stylists require time-lapse auditions and the COMP CAM has a time-lapse feature as well. Friends, Followers and App Viewers can view and vote on the audition content from the Hotel auditions in our Ten Selected Cities.

By limiting the audition submissions to 15 seconds – voters can view 20 submissions in 5 minutes and vote on City Games contestants increasing the chances of advancing to the City Games Trials in Miami.

CITY GAMES

THE CITY GAMES THREE LEVEL VOTING PROCESS



APP USERS & LOCAL RADIO DJs

Hundreds Selected by Users & Local Celebs

- * The registered App Users vote for the best uploaded contestants in each category. This is simply to move to the Quarterfinals. These scores are thrown out the window after the Audition Round.
- * Auditions are edited down in the COMP CAM to 15 seconds to allow a fast & easy screening process for App Users. In 5 minutes a viewer can screen 20 contestants.
- * The selected uploads will be invited to appear on City Games in front of local celebrity judges (Radio DJs etc.) Sixteen (16) contestants will advance to the WAREHOUSE Quarterfinal round to be judged by City Games professional celebs.

CELEBRITY JUDGES

Miami Quarterfinals | Semi-Finals & Finals

- * App Users ALWAYS have a vote from the Audition Rounds through the FINALS. In the Quarterfinal Rounds the judges are famous industry types who embody hip hop culture.
- * Chanel West Coast, DJ Khaled & A\$AP Rocky will see the contestants through a more intense and longer series of group and individual challenges.
- * These battles will be entire stand-alone segments where we are introduced to the trending talent of today as they battle for the City Game Championship Round. The scoring is Olympic Style 0.0 – 10.0 and the cumulative score from App Users and these judges result in the final scores for the rounds.

CUMULATIVE SCORING

App Users | DJs | Celebrity Judges

- * App Users and the Quarterfinal Rounds judges vote on contestants and the cumulative score becomes the final tally for competitor's overall score. The judges and audience score 0.0 – 10.0 (Olympic Style Scoring)
- * The judges will have different perspectives on the various events. Graffiti judging is different from DJs for example.
- * The judges base their opinions on their professional industry experience and the Users vote based on vibe, feel and sight. The end result is based on what is hot on the spot.

CITY GAMES

THE CITY GAMES AUDITION JUDGES



CHARLAMEGNE THE GOD
city games judge (nyc)



MAC MILLER
city games judge (philly)



ANGELA SIMMONS
city games judge (LA)

AUDITION JUDGES

The City Games Auditions have a unique twist on finding the talent that will eventually make it to the City Games Finals. Using local celebrities to judge – primarily Radio Disc Jockeys offers free brand awareness for the City Games as well as a cost effective strategy to reduce expensive travel and accommodations. The accumulated social media reach of these local judges stretches beyond 20+MIL. Prospective List As Follows;

- * **LOS ANGELES** Angela Simmons | Ray J | DJ Big Boy
- * **CHICAGO** DJ SHAGG | DJ PHARRIS | DJ CANDACE
- * **BOSTON** DJ TJ (Amp Radio | Mike Stud | Isaiah Thomas (NBA)
- * **NEW YORK CITY** The Breakfast Club – Angela Yee, Charlemagne the God & DJ Envy (National Radio & Television Broadcast)
- * **PHILADELPHIA** Mac Miller, DJ Jazzy Jeff &
- * **WASHINGTON D.C.** DJ Joe Clair | Logic (Rapper) | John Wall (NBA/Aspiring Rapper)
- * **HOUSTON** Solange Knowles | Debbie Allen | Josh Smith (NBA)
- * **NEW ORLEANS** Silkk the Shocker (Rapper) | Mystikal (Rapper) | Master P
- * **ATLANTA** DJ Joe Clair | Rickey Smiley | Greg Street
- * **MIAMI** DJ Klassik, Luke Joe Clair,

CITY GAMES

THE CELEBRITY JUDGES QUARTERFINALS | SEMI-FINALS | FINALS



CHANEL WEST COAST

city games judge



DJ KHALED

city games judge



A\$AP ROCKY

city games judge

CELEBRITY JUDGES

The City Games Live Judges have street credibility as well as astronomical Social Media followings of more than 10+MIL combined. The strategy here is to build a built-in audience for City Games that exploits their fan loyalty ultimately introducing City Games on the back of their celebrity.

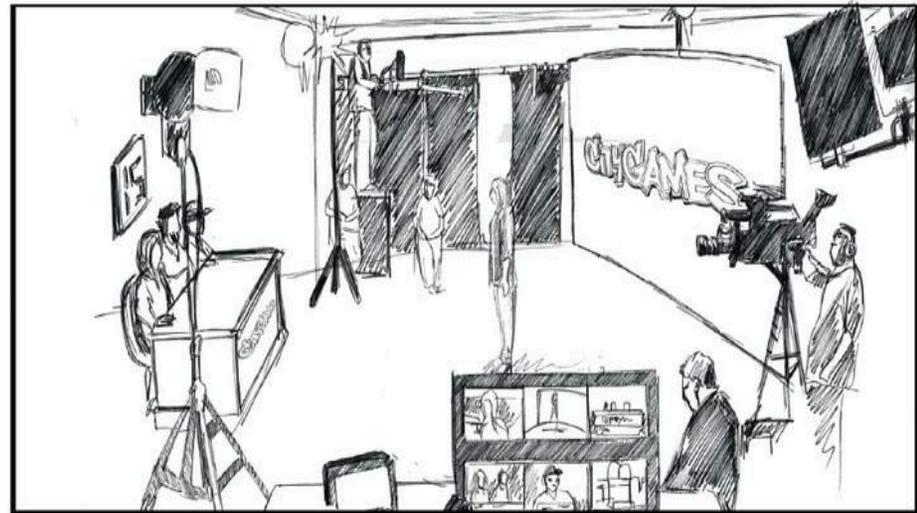
- * **CHANEL WEST COAST** is currently a co-host of the #1 Rated Series “Ridiculousness” on MTV. Chanel has a burgeoning music career of her own.
 - * **DJ KHALED** is worldwide recognized force in Hip Hop and a DJ / Producer for some of the biggest current artists in the industry.
 - * **A\$AP ROCKY** is a major recording artist as well as a film star most recently featured in the critically acclaimed feature film “Dope.”
- * These celebrity judges will judge the Warehouse, Semi-Finals & Finals competitions in the Live Event competition in episodes 4 - 10. Making an appearance in episode 1 & 2 where they sort through contestants in the Judges “War Room and give the audience some briefings on their favorites so far. This allows local celeb DJs and prominent people a chance to rep their city by finding the best-of-the-best their city has to offer.
- * These briefings from the mega celebs create back stories for contestants (Featurettes/Mini-Docs) and also allows local celebrity judges to represent their cities in the audition rounds. Although there are selected favorites from these Mega Celeb judges – the local judges have their say on who reps their hometown.

CITY GAMES

LIVE EVENT CONTESTANT EVENT PROCESS



15 second auditions in front of celeb judges



TEN CITY TOUR

The Ten City Tour is a simple audition in front of three judges who are experts or well known in their Industry. The judges see hundreds of hopefuls with a focus on finding a diamond in the rough. The judges and the City Games App Votes combined score is the basis for how contestants advance. Scoring is Olympic style ' 0.0 – 10.0 '

THE CITY GAMES TRIALS

Sixteen will advance to the TRIALS in Miami in a warehouse location that becomes the canvas for the contestants art. The competition takes on a totally different feel from the frenetic pace of the Hotel Auditions. This is a more focused, longer and intense set of challenges.

TEN CITY TOUR

The Semi-Final & Finals Rounds are judged at a flashy, arena style Television Sound Stage style location.

TOURNAMENT BRACKET

FIVE ROUNDS | TEN EPISODES

AUDITIONS

episodes 001 – 002
10 City Hotel Tour
100s contestants
16 advance

BREAK DANCERS

MC RAPPERS

GRAFFITI ARTISTS

BEATBOX

THE DJS

BASKETBALL

HAIR STYLISTS

THE TRIALS

episodes 003 – 004
miami warehouse
16 contestants
8 advance

16 Advance

16 Advance

(**) 6 Advance

(**) 6 Advance

16 Advance

(*) 12 Advance

(**) 6 Advance

QUARTERFINALS

episodes 005 – 006
LIV nightclub venue
8 contestants
4 advance



SEMI-FINALS

episodes 007 – 008
4 contestants
LIV nightclub venue
2 advance

FINALS

episodes 009 – 010
LIV nightclub venue
2 contestants
1 city games champion

CHAMPIONS

(*) Twelve (12) B-Ball Players are going to the Miami Games where a double elimination 1-ON-1 Tournament will play our in episodes 004 – 110

(**) App Voting with Only Six (6) Artists going to the Miami Games | Two (2) Artists (Eps 004 – 006) | Top Three (3) (Eps 006- 009) | Winner Eps 010

CITY GAMES

THE CITY GAMES MAIN EVENTS

The City Games contestants come from all walks of life. They are ordinary people with extraordinary passion for their more often than not hidden talents.

The City Games provides an visually artistic and viscerally athletic Urban Olympic style experience that captures our contestants primal passion that our audience wants to see, share and select daily.

These are the Olympic Games that strike a deep and resonating chord in our cities across the nation. For many, “The Fad” of Hip Hop culture has now lasted four decades. Their time is now...



CITY GAMES

BREAK DANCING COMPETITION



Break Dancing, born and raised in the streets of New York City in the '80s has been the cultural epicenter of our generation. American born culture that is celebrated worldwide as a visually artistic and viscerally athletic legitimate form of dance.

The City Games captures break dancing in an unprecedented 360° experience. Break Dancing in media has produced films like "Flashdance," "Step Up," and "Step Up 2."

Today, shows like "So You Think You Can Dance," now in its 15th season are built on this explosive dance genre. Break Dancing is the central event in this competition. If this were the Summer Olympics this would be Track & Field.

CITY GAMES

THE DJ COMPETITION



The DJ is a cornerstone of Hip Hop culture... It's about the music, right? The DJ is the blood that pumps and drives the heart of the party. In this case it's a blood transfusion infused into the veins of every moving body filling it with life.

The DJ.

City Games offers a unique spin on providing music for the games by creating original tracks to be spun on the series by our DJs as well as blending the licensed music with today's hit tracks.

The City Games DJs will have a music options available for them to download and use for their audition upload when they record their COMP CAM for voters to choose the best plate spinner and booty shaker music maker.

CITY GAMES

THE MC & BEAT BOX COMPETITIONS

The MC & Beatboxer are the cyphers of this competition. The CNN of the streets. Their stories are the Shakespearean prose of our modern times. From the Sugarhill Gang to Kanye West, the tales of our culture today are narrated by these lyrical poets.

The City Games offers battles and individual performances by the best unknown rappers on the scene. City Games discovers the next big thing in the Rap Game as our competition events separates those with game from those who are lame.

There have been numerous films about rappers including “Get Rich or Die Trying,” “8 Mile,” and many more... Television’s “Empire,” and “Power” dominate ratings in today’s TV programming.

PRODUCTION NOTE

THERE WILL BE SIXTEEN (16) MCs TRAVELING TO MIAMI HOWEVER, THE COMEPTITION WILLONLY BRING SIX (6) BEAT BOXERS TO MIAMI OF WHICH ONE WILL BE FEATURED PER EPISODE (004 – 010) UNTIL THE FINAL SHOWDOWN IN EPISODE 010.



CITY GAMES

1-ON-1 BASKETBALL



Basketball is the King of the sports landscapes street games. The City games presents a challenge to the basketball scene that allows our audience to find the best 1-on-1 player in the nation.

Played on a 40 foot court that also functions as our main stage setting for all of the City Games Main Events – this raw, relentless and real competition will let the world see who is the King of Streetball.

Played in a club like setting with music, courtside fans and an arena announcer – the environment is eager for a champion. City Games will provide the undisputed B-Ball behemoth who stands above the rim and the rest of the competition.



PRODUCTION NOTE

THE BASKETBALL SEGMENTS ARE FILMED BEFORE ANY OTHER SEGMENTS. THE 1-ON-1 COMPETITION UTILIZES THE MOST SPACE AND REQUIRES MORE SEATING TO VIEW THE GAMES.

THE PLAYERS WILL NOT AUDITION DURING THE AUDITION ROUND –TWELVE PLAYERS (12) WILL BE SELECTED FROM GAMES AT LOCAL CITY GYMS AND THEN PLAYED AS A 1-ON-1TOURNAMENT DURING THE QUARTERFINALS THROUGH THE FINALS.

THE FILMED CONTENT WILL BE SHOWN AS A MONTAGE FEATURETTE DURING THE AUDITONS ROUNDS OF THE CITY GAMES.

CITY GAMES

THE GRAFFITI ARTIST



The Monet of Modern Times... The Graffiti Artist captures our illustrated perspective of culture, self expression and expands our vision of what is art.

There is no need for art galleries when you have a blank canvas of every street corner. Creating vibrant color as well as a style that is uniquely Hip Hop.

The City Games utilizes remote locations across the country to compete for the best urban artist in the country. Using the COMP CAM time-lapse feature and also time-lapsed in competition events, these Salvador Dali's of the streets face wall-to-wall competition in the City Games.

PRODUCTION NOTE

DUE TO THE EXPENSIVE TRAVEL OF BRINGING EVERY FINALIST TO MIAMI AND THE NATURE OF GRAFFITI WRITING TAKING A LONG TIME. MOST OF THE GRAFFITI CONTENT IS TIME-LAPSE AND PRE-RECORDED.

MUCH OF THE COMPETITION TAKES PLACE REMOTELY AT LOCATIONS IN OUR TEN SELECTED CITIES SUCH AS "5 POINTZ" WHERE OUR REMOTE BATTLES WILL BRING SIX (6) CONTESTANTS TO MIAMI AS OPPOSED TO BREAK DANCING'S SIXTEEN (16).



CITY GAMES

HAIR STYLIST FANTASY HAIR COMPETITION



Hair Stylists across the country have been showcasing their scissor skills for decades in local hair shows. These events have grown tremendously in the last 20 years. Often sponsored by hair giants such as Paul Mitchell, some of these shows such as BRONNER BROTHERS in Atlanta have 20,000 in attendance and sell millions of dollars in product.

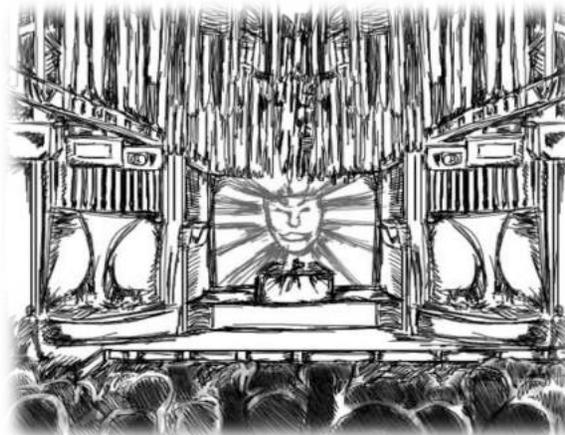
The City Games captures the passion of a heavily skewed female demographic in our heavily male skewed games. Hair in media has produced stand-out documentaries such as TV One's "Tangles & Locks," and Chris Rock's documentary "Good Hair." In the film industry the "Barbershop," "Beauty Shop," franchises have grossed hundreds of millions of dollars.

PRODUCTION NOTE

DUE TO THE EXPENSIVE TRAVEL OF BRINGING EVERY FINALIST TO MIAMI AND THE NATURE OF HAIR STYLING TAKING A LONG TIME, MOST OF THE HAIR CONTENT IS TIME-LAPSE AND PRE-RECORDED.

MUCH OF THE COMPETITION TAKES PLACE REMOTELY AT SALON LOCATIONS IN OUR TEN SELECTED WHERE OUR REMOTE BATTLES WILL BRING SIX (6) CONTESTANTS TO MIAMI.

THE HAIR COMPETITION IS PERFORMED ON THE BACK STAGE AND NOT THE MAIN STAGE AS ALL OF THE OTHER MAIN EVENTS ARE PERFORMED.



CITY GAMES

CONTESTANTS TRAVEL & LIVE JUDGING NOTES

BREAK DANCERS

COMP CAM auditions are screened by our producers and App Users clearing hundreds across the country to audition live in front of our judges at hotels in our ten selected city tour. From hundreds down to Sixteen (16) contestants will advance to the TRIALS and possibly the FINALS in Miami.

DJs & MCS

COMP CAM auditions are screened by our producers and App Users clearing hundreds across the country to audition live in front of our judges at hotels in our ten selected city tour. From hundreds to Six (6) contestants will advance to the TRIALS and possibly the FINALS in Miami. This category has more extensive challenges and eliminates one contestant per episode from the TRIALS to the FINALS.

GRAFFITI ARTISTS & HAIR STYLISTS

COMP CAM auditions are screened by our producers and App Users clearing hundreds across the country to audition live in front of our judges at hotels in our ten selected city tour. From hundreds down to Six (6) contestants will advance to the TRIALS and possibly the FINALS in Miami. One(1) contestant per episode is eliminated in a “Project Runway” style approach to the competition. These are time-lapsed and not featured on the Main Stage until the Semi-Finals.

BASKETBALL

The Basketball Finalists will bring Twelve (12) players from across the country to participate in a tournament that eliminates one player per episode.

A GRAND TOTAL OF SEVENTY EIGHT (78) CONTESTANTS WILL TRAVEL TO THE MIAMI GAMES



CITY GAMES

THE CITY GAMES MARKETING OVERVIEW

THE CENTRAL STRATEGY OF CITY GAMES IS TO EXPLOIT EXISTING SOCIAL MEDIA & INTERNET SENSATIONS TO BUILD AN AUDIENCE BY WORD OF MOUTH AND VIEWER PARTICIPATION.

OUR INTERACTIVE PROPERTIES ALLOW OUR VIEWERS TO BE A PART OF THE EVENT LIKE A PHYSICAL VIDEO GAME. OUR MARKETING IS **REAL SOCIAL MEDIA WHERE OUR USERS VENTURE OUT OF THEIR COMPUTER CHAIRS AND AT THE STARTING LINE OF WHERE THEY SHINE. DANCE, ART, MEDIA, LIVE EVENTS, SPORTS & MORE WITH THE CITY CHAMP TITLE ON THE LINE...**

OUR MARKETING IS CREATING A DESTINATION FOR USERS TO NOT LOOK FOR “FOLLOWERS” BUT RATHER BE LEADERS IN THE ULTIMATE GAME OF REGIONAL PRIDE & NATIONAL FAME. THE CITY GAMES...

OUR PLAN INCLUDES INTEGRATING MULTIPLE HOSTS SIMILAR TO THE ORIGINAL MTV MODEL WHERE MULTICULTURAL VIDEO JOCKEYS OR “VJs” UPDATE OUR VIEWERS TO WHAT IS TRENDING ON THE SERIES AS WELL AS SCORING UPDATES AND BACKSTORIES OF PARTICIPANTS.

OUR CORE MARKETING STRATEGY UTILIZES THREE ELEMENTS TO EXPAND THE CITY GAMES BRAND;

- (1) VJs: OUR VJs HAVE A CUMULATIVE SOCIAL MEDIA AUDIENCE OF 12+MIL**
- (2) JUDGES: OUR JUDGES HAVE A SOCIAL MEDIA FOLLOWING OF 20+MIL**
- (3) PARTICIPANTS: HAVE HUNDREDS OF THOUSANDS OF FOLLOWERS & FRIENDS ONLINE**

CITY GAMES USES SOCIAL MEDIA TO PROVIDE A BUILT-IN AUDIENCE AS WELL AS AN ACTIVE AUDIENCE. THE CITY GAMES IS A VISUALLY ARTISTIC AND VISCERALLY ATHLETIC COMPETITION THAT CAPITALIZES ON GROUPING A BROAD AND DIVERSE HIP HOP AUDIENCE INTO ONE EVENT.

CITY GAMES

THE CITY GAMES ANCILLARY MARKETING STRATEGY

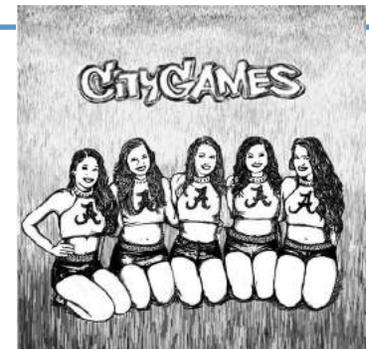
Special events!

The City Games alternative events offers the viewing public that cannot dance, scratch, draw, style hair or play H-O-R-S-E a chance to be an Urban Olympian. But more than this – the Ancillary Events are an Interactive Device designed to attract a built-in audience that is actively engaged in the games.

The City Games App accesses the opportunity to maintain a City Games Athlete Profile that can be shared on Social Media and tracked daily by all participants. The Events will be played or exhibited in Miami during the Finals episode and the winner will medal just like the Main Events competitors. This is meant to be boasted by participants wherever the Tweet, Post or Loop online.

By creating fun games that the public can play is actually a way to build City Games brand recognition without “obvious marketing.” This is grassroots and word of mouth. The Ancillary Events will be played throughout the country in our ten selected cities in parks and playgrounds. The event will be captured in a documentary style not seen on TV, however shared online and presented as Digital Content.

CREATING AN INCLUSIVE ASPECT OF APP USER PARTICIPATION. THESE WEEKEND WARRIORS CAN'T DANCE, SCRATCH RECORDS OR RAP – BUT THEY CAN BE AN URBAN ATHLETE IN OUR FUN ANCIALLYRY EVENTS.



CITY GAMES

THE CITY GAMES ANCILLARY EVENTS

THE CITY GAMES ANCILLARY EVENTS ARE PUBLIC GAMES TOURNAMENT PLAYED BEFORE THE CLOSING CEREMONIES IN MIAMI AS WELL AS IN PARKS & PARKING LOTS . IT IS IMPORTANT TO NOTE THAT THESE GAMES ARE COST EFFECTIVE (AVERAGE COMPLETE GAME PLAY COSTS \$200 PER CITY.) IT'S MERELY A DRAW TO ENTICE THE PUBLIC TO USE THE APP & COME OUT AND PLAY. USERS COMPETE AND THEN ATTEND THE CITY GAMES SHOW WHERE THEIR SCORES AND RESULTS WILL BE ANNOUNCED IN FRONT OF A LIVE AUDIENCE.

5K RUN

5K starts in Miami where a torch is lighted and carried for nearly 1K each by a legendary Breaker, DJ, MC, Graf Artist, hair stylist and a basketball player. The Olympics have begun and the auditions kick off at a Miami Hotel. The torch is book ended in episode 10 at the finals where a 5K Run between competitive runners end the first annual City Games.

WIFFLE BALL

The Wiffle Ball Home Run Derby is played in a replica MLB Baseball stadium. Using projected light for the stadium as opposed to building a replica. It looks fun and people have a great time trying to launch it over the fence!

DOUBLE DUTCH

Video is submitted through the COMP CAM of hundreds of Jumpers and the App users vote for the best Double Dutch team in the country. The winning team gets to go to Miami and perform in a Double Dutch exhibition.

COLLEGE HIP HOP CHEER SQUAD

A Showcase of the best Hip Hop Cheer Team in the Country.

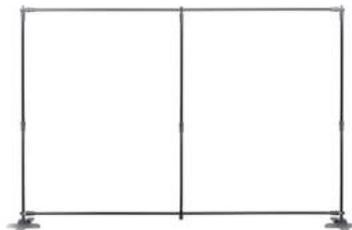
FLAG FOOTBALL

The Flag Football competition is played through a certified Flag Football League across the country. Winners for each city are posted through competition play. Each city will crown a best team. An exhibition Tournament will be played in Miami at the Carnival style event.

ESTIMATED COST FOR ANCILLARY EVENTS AT THE MIAMI GAMES \$300



50 Yard Parking Lot



Low Cost Event Pole Rental



Customized Gobo Projection



Event Ball Bag

CITY GAMES

THE CITY GAMES MARKETING & SATELITE MEDIA TOUR

CITY GAMES GRASSROOTS MARKETING IS SIMPLE. GO TO THE PEOPLE WHERE THEY HANG AND LET THEM KNOW THROUGH SCHOOLS, MAYORS OFFICES, YMCA STYLE ORGANIZATIONS AS WELL AS SCHOOLS AND INSTITUTIONS THAT PROMOTE HEALTHY LIFESTYLES.

THROUGH THESE AVENUES WE CREATE RELATIONSHIPS WITH THE COMMUNITY WHERE VOLUNTEERS RECEIVE SERVICE HOURS FOR ASSISTING IN MANNING CARNIVAL EVENTS AND THE ANCILLARY EVENTS. IN EXCHANGE THE COMMUNITY MEMBERS GETS CREDIT ON THE PRODUCTION, INVALUABLE EXPERIENCE & THE EVENT BECOMES MORE THAN A FEW GAMES BUT A COMMUNITY BLOCK PARTY.

LOCAL RADIO DJS

An incredibly effective way to reach the public is by utilizing local radio disc jockeys with millions of listeners in our Digital platform with features on their shows in exchange for letting the public know about this amazing event. The DJs must have a minimum of 500K Followers on Social Media.

JUDGES

The judges of the competition all have huge Social Media followings used as a 'built-in' marketing device to draw a large 'piggy back following for the project.

STREET TOUR

A crew of trick motorcyclists surround a pick up truck with an MC & a DJ who pass slowly through key demographic neighborhoods in select cities. This process is known as "The Cypher" and passes the projects brand awareness on the ground level to the people.

CITY TOUR

Working with the Mayors, schools, YMCA and other staples of the local community to encourage active and healthy lifestyles, art and dance to kids and teens who will hear about the project and have awareness about the free App.

COLLEGE HIP HOP CHEER SQUAD

Bringing more women to the event is key. These Hip Hop Cheer Squads are ALL THAT. By featuring cheer squads we get free advertising and support from dozens of Universities across the country – our core demographic.

HAIR SALONS

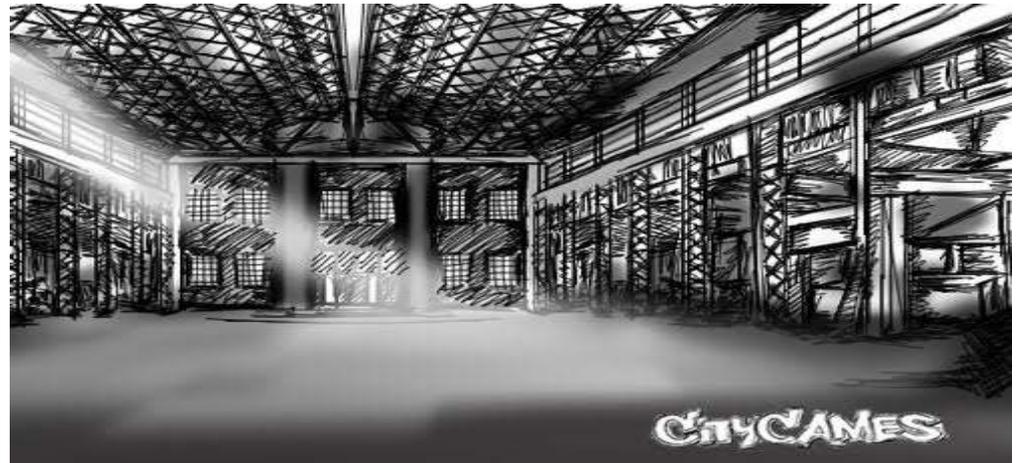
The word on the street is – people talk at hair salons! Well, we give them something to talk about as the salons will feature App information as to how and where to keep up with the Hair Stylist competitions. This is local and free advertising via 'Word of Mouth.'

CITY GAMES

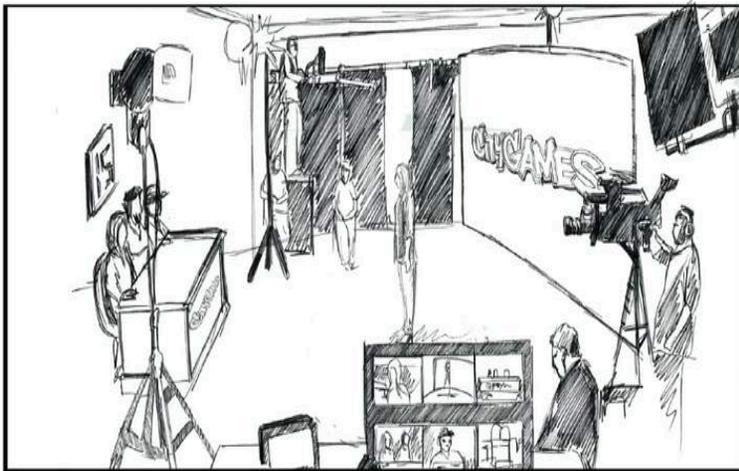
PRODUCTION DESIGN
PRODUCTION DESIGN



Hotel Ballroom → Auditions Set



The Miami City Games Trials – The Warehouse



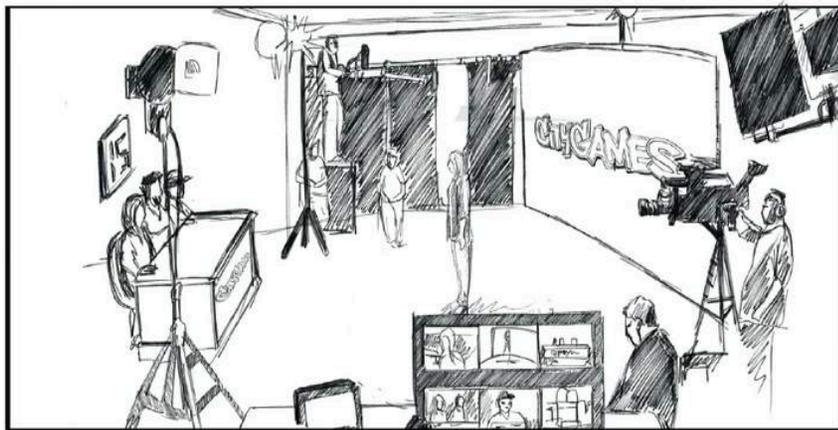
Nightclub Interior

CITY GAMES

PRODUCTION DESIGN (HOTEL AUDITIONS)



Hotel Ballroom → Auditions Set



Utilizing One Hotel Chain Throughout The County for Auditions

The City Games Hotel Auditions are a simple backdrop behind contestants and judges with a three camera set-up and live-to-tape edit workflow.

The auditions are simple in design and the waiting room has an Electronic News Gathering (ENG) team that conducts interviews and back stories of the the various competitors.

Hundreds of hopeful contestants will be screened here and the recorded auditions will be uploaded to the App for User voting. The combined User + Judge scoring will determine who advances to the TRIALS.

CITY GAMES

PRODUCTION DESIGN QUARTERFINALS (THE WAREHOUSE)



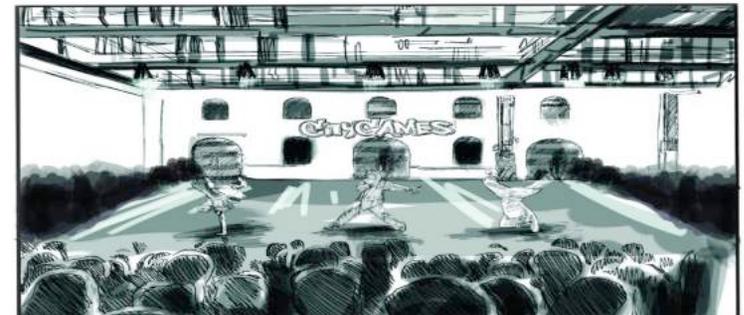
Royal Caribbean Studios (11 Miles from Finals Stage)



Digitally "Gobo" Projected Warehouse Look

The City Games TRIALS take on a dramatically different look and style all together. Recorded at Royal Caribbean Studios (11 miles from the Finals Stage) a new studio in Miami with 360° Gobo Projection that creates a gritty and raw vibe of a city warehouse - all from light sources. The competition stage and 360° cameras are introduced here and the visual style of the series becomes a dark, moody music video style. The segments are full with intense singular event focus and longer competitions.

The crowd is literally surrounding the battles in an unprecedented Virtual Reality perspective of these decades old arts. The walls of the warehouse are dressed in digital projections of the Graffiti murals being judged for the semi-finals."



Warehouse Interior

CITY GAMES

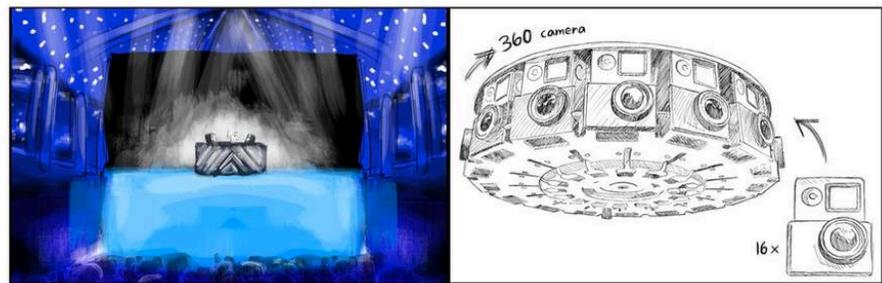
PRODUCTION DESIGN LIV NIGHTCLUB THE SEMI-FINALS & FINALS)



The City Games FINALS takes place in the hottest club in Miami. LIV NIGHTCLUB MIAMI hosts thousands of people and has sufficient room to place the competition stage with large monitors available for the entire arena to view performances as well as elevated private booths.



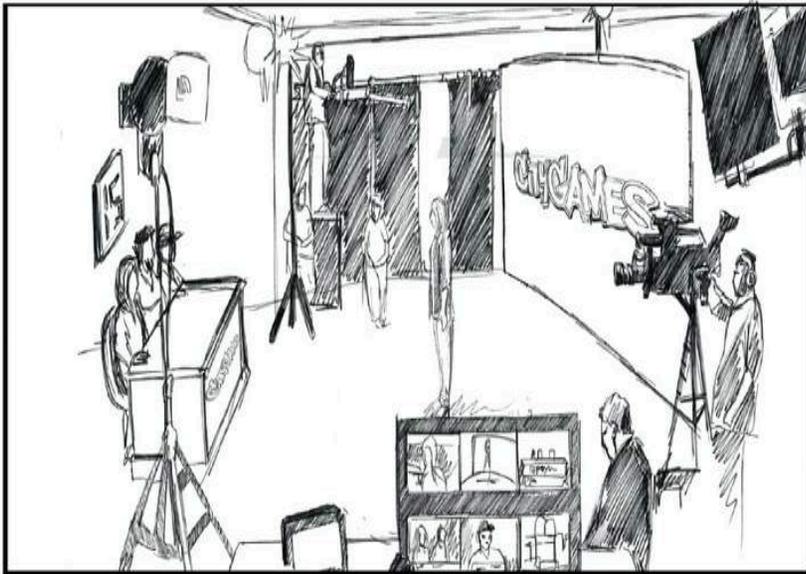
A built in lighting grid to minimize Grip & Electric rigging. The City Games goes full 360 here as we capture this event the way it was supposed to be captured on a grand scale with a highly visual, slick, cinematic vibe.



40 x 40

CITY GAMES

PRODUCTION



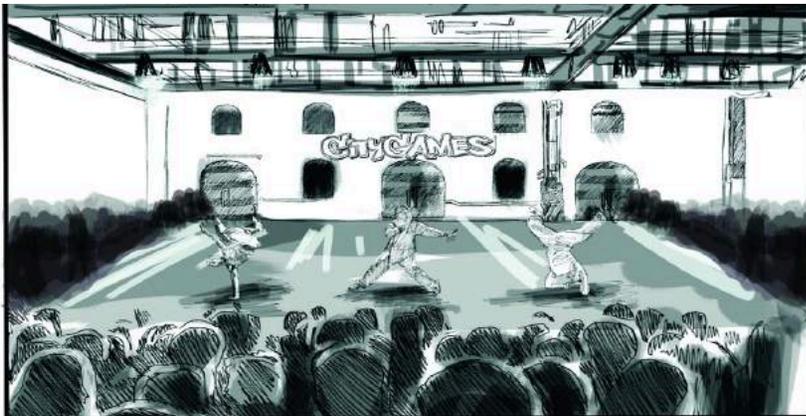
PRODUCTION

The City Games captures the audience and the contestants with Four (4) 4K camera units, one (1) mobile handheld unit and three (3) mounted onto the Truss that also holds the elevated 360° camera unit.

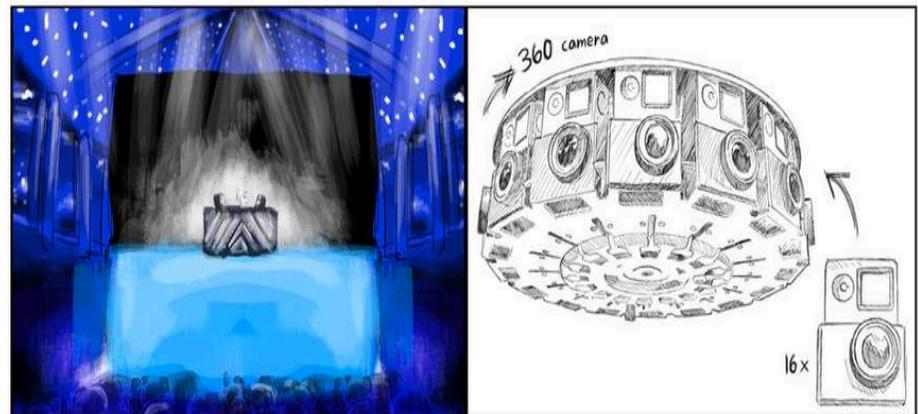
The stage is also dressed with Four (4) Lipstick camera units and Two (2) Go Pros all of which are sourced into the live-to-tape line edit allowing real time editing. The use of one stage as a set was conceived to avoid camera movements between events.

The cameras are locked and mounted on to a mobile Lighting Truss that is delicately placed on marks for the various events. This eliminates multiple camera operators. The competition Events are filmed in entirety back-back in blocks and then delivered to post where our featurettes, replays and graphic overlays are placed into a seamless storyline in the final episode delivery.

Our ENG units handle documentary/reality hybrid style, low cost segments. This will especially be true with the time-lapses required for the Hair Stylist and Graffiti Artists segments. All Locations have pre-lit and rigged existing lighting grids.



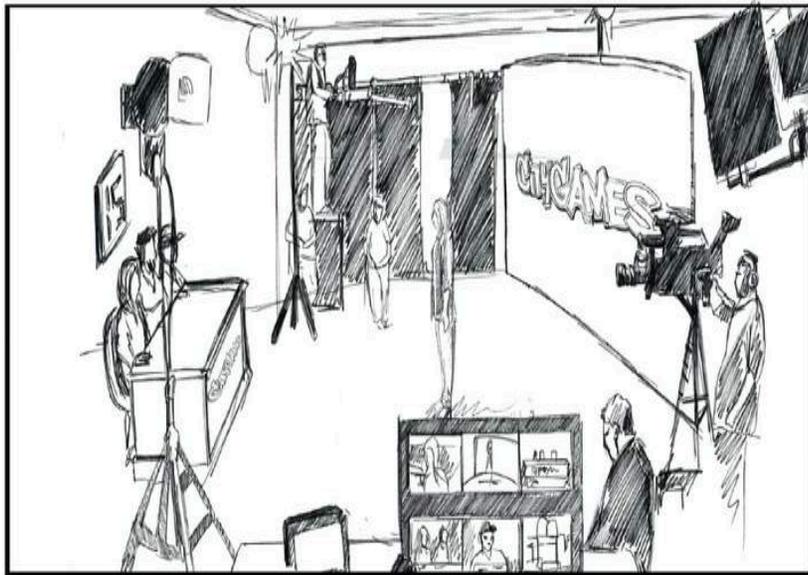
Warehouse Interior



40 x 40

CITY GAMES

POST PRODUCTION



POST PRODUCTION

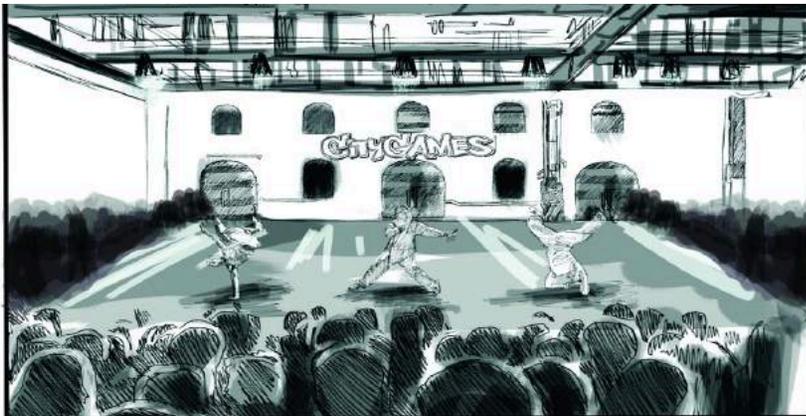
The City Games are edited in a Live-to-Tape (Line Edit) style. The hotels are locked camera, line up and shoot in a high turnover style. Ultimately delivered as completed blocks with light edit adjustments and fixes.

Post Production primarily adds the sizzle to the shows by overlaying graphics such as scoring updates, lower thirds and visual effects largely based around Instant Replay with our Live 360° Virtual Reality camera.

The shows should feel like they are happening before your eyes in real time. There are back stories and featurettes edited in as well and that is seamless in presentation like a well produced Live TV series should feel.

Our ENG units segments are story produced by our Writing Department where the VO and Host Blocks are integrated and the pre-scripted stories are structured and captured in a formatted delivery (or “in order”) allowing Story Producers and Editors to work in a simple structured story delivery.

Our Post Production Workflow is edited on Adobe Premiere, After Effects and DaVinci Online.



Warehouse Interior

CITY GAMES

DISTRIBUTION



TELEVISION

The City Games Television model is delivered as a seamless one-hour “Recorded Live” experience. The content naturally lends itself to short form content at the Digital/Online platforms but can also be stand alone shows on each competition as a 6 x 60 delivery. There are evergreen opportunities within the story structures as only the results are in a relevant time delivery format.

DIGITAL

The City Games Television Digital model allows individual and group battles to be delivered as short form content for the Digital platform. Much of the time-lapsed content can be further viewed in real time and the excess footage from battles can be extended as ‘archived’ content.

ONLINE

The City Games ONLINE model is delivered via YOUTUBE and a variety of Social Media networks. The COMP CAM is literally formatted for Instagram and designed to be web surfing friendly and short.

