



QUANTUM MEDIA - ENTERTAINMENT PRODUCTION



in association with

SEEK 3D Enterprises, Inc.

Presents "The Grit Racers" - Reality TV to the Core



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**Authenticity**

The data contained herein is taken from the Motion Picture Association of America (MPAA) and International Movie Database (IMDB), unquestionably the leading reliable sources on the motion picture industry. This data clearly reflects the prospects regarding the show production.



### EXECUTIVE OVERVIEW

- The purpose of this memorandum is to provide an orientation along with sponsor information regarding highly promising independent feature/tv productions in off-road action racing sports.
- The productions are slated for the southwest region of the US and Baja Mexico.
- Transgrading to Film/Release is anticipated and average revenues for films in our range and genre often exceed \$12 million including aftermarket rentals and DVD revenues – representing a profit potential in excess of 5-1 and potentially more including licensing and merchandise.
- Post release revenues for feature shows are growing very substantially due to pay-per-view and the like, and now with *pay-to-play* interactive *online viewing* provided by companies like Netflix, Hulu, MSN, and Google – profit potential is nearly unlimited on a worldwide basis.
- Our production company plans to incorporate various highly profitable licensed products into the revenue mix including DVDs, music, Events, games, soundtracks, publications, collectibles and merchandise.



The "Grit Racers" show is about keeping our star Off-Road Racers alive and well on the racing circuit - these cars and drivers take abuse from their sport like no other. Co-Stars - Minks, Johnson and Kimbrough - are on a no-holds-barred quest to find sponsors for their teams of "Grit Racers" - and win the checkered flag...

**INTRODUCTION**

Thank you for your interest in our production. We're confident that you'll find our content to be interesting, compelling and most important of all - highly entertaining. The "Grit Racers" was named after our first impression and interviews of the amazingly "Gritty" Off-Road Car, Truck and Motorcycle Racers. But it's not just about racing - there are storylines and plot twists built into the shows - we have comedy, romantic adventures, a suspenseful thrillers, and family drama all built into the background of this amazing racing industry series.



**TODD & SCOTT STEMMERMAN - 1040 RACING**

Todd and Scott Stemmerman with the Stemmerman Racing team are Genuine "Grit Racers" with a physical and mental toughness that tests them to the core on nearly every race. The episodes will feature them routinely and provide a look into a world that very few could possibly endure. Auto technology is pushed to the absolute limits right along with the drivers and their crews...

**THE GRIT RACERS™**

**Behind the Scenes....**



**Sponsors and Associates - "Entertainment and TV show Production Is an Experience Like No Other"**

On a regional basis the benefits of the TV production industry can represent more than economics. The entertainment industry incorporates the arts right down to their core. Photography, graphics, painting, sculpture, the stage, fashion, literature, music, and live entertainment are all captured on film to be viewed and experienced by millions. Locations that host productions are often made world-famous and attract tourism and a virtually unlimited variety of interest.

Participants in our productions both on and off screen enjoy an experience of a lifetime with numerous memorable events to recant. Few endeavors can match excitement and pure joy of a production. The process of production offers something for everyone, whether it's photography, make up, live performance or music – the process is always interesting, upbeat and fast-moving.

Those in our *production family* will be privy to behind-the-scenes activities and will witness numerous events edited off the final printed version. And perhaps most interesting of all, you will be able to witness the process of production firsthand and see indulgences and compromise on behalf of virtually everyone involved. You might witness *live changes* to the stories – that incorporate pivotal changes in a scenes direction. After the project is complete, there are numerous social gatherings including screenings, parties, promotions, film festivals and a variety of happenings that will provide joyful memories for years to come.



Driver - Todd Stemmerman - Holding up X-Rays of a broken leg after viewing the wrecked car...

Racing is a highly visual and entertaining spectacle sport - advertisers team up with models to grab attention



Co-Host, Michelle Minks (Pictures 1 and 3) - is an award winning fitness model and trainer - Race Models have serious competition...

### INTANGIBLE BENEFITS

#### Entertainment and TV show Production Is an Experience Like No Other

Our producers will create shows with episodes that are highly original in scope and deliver a unique experience to our show's fans the world over. During the preproduction phase and show development, producers will categorize their ideas for continuity so the seasons will have a plot-thread that follows sequentially from one season to the next.

From a categorical standpoint our target genres and themes for our show have proven to be very successful and each includes sub-themes that crossover into subcategories that have time-tested worldwide distribution success as well.



Kimbrough and Johnson schmooze industry professionals in the never-ending quest for sponsor attention... It's all part of the show including the deals, promises and compromises that keep our Grit Racers fast, safe and on top of their sport...



# THE GRIT RACERS™

## DISTRIBUTION GENERATION

Our Producers will generate an audience from the worldwide distribution and licensing of the show and subsequent merchandise. Distribution and licensing breaks down as follows:

1. Promotional Published Products and Online/Social Media will be distributed prior to each show's release in order to attract name recognition and awareness. Buzz articles and other publications also served to create a interest about the title and get people talking about the project.
2. Pre-Release Video will also be distributed prior to the shows release to provide name recognition, enhance viewer awareness and create a buzz as well. Another substantial benefit related to digital audio soundtracks online/multimedia format is that they are capable of playing multimedia trailers and provide links to web sites as well.
3. When the each show production is complete and prior to final production, Quantum Media LLC will negotiate with various distributors both national and foreign to obtain distribution agreements with regard to releases.
4. After an initial release the show can enjoy various revenue centers including outlets such as, DVD/video rentals and many major web sites including MSN, Google and Netflix creating show downloads and more.
5. There is also a tremendous market for the merchandise of various products ranging from clothing to drinks, posters, apps, games and a nearly unlimited variety of other types of advertising specialties.



Grit Racers and their Teams - work hard and play hard - celebrate the pre-race for the Baja 500 - one of the toughest in the world... It all looks fun and casual before the race - but when the race starts, it's an endurance test like no other - and it's all real...!!!



"GRIT RACER" - MERCHANDISING



"Grit Race" Merchandise - Race Cars are High-Speed Action Billboards...

Racing themes can enjoy several different lives separate and apart from the show. With the advent of NACAR, race merchandising and collectibles have become major industries unto themselves. One of the most important aspects of this revenue generation strategy is the ownership of the merchandise and licensing thereof. One of the most notable benefits of a QUANTUM MEDIA production is the understanding that our producers also own the patent's on some of the hottest promotional merchandise in the world.



The ownership of these patents and products directly translates to a licensing arrangement percentage and the ability to purchase the related merchandise at wholesale cost for fundraising benefiting schools and other community organizations.

SOUNDTRACKS

The soundtrack and the audio quality of the soundtrack can play a very big part in the success of the show. Our management team has an extraordinary amount of experience in the music production industry, and an extensive list of contacts covering a vast array of musical styles. These contacts and experience create an opportunity to market a world-class soundtrack in conjunction with the show.

It's no secret that a great soundtrack can push a show into a whole new level and subsequent revenues. Another major benefit of a great soundtrack is the ability to reach foreign audiences. We will also infuse the pop music and appropriate spots that can be included on the soundtrack. The music pushes the show and the show pushes the music. All in all, the entire production team and all those holding interest in the show will benefit from our soundtracks.



# THE GRIT RACERS™

## TOP QUESTIONS AND ANSWERS

**Q: what is the show about?**

A: pitching race sponsors and overcoming industry pressure and personal doubt with a big dose of humility

**Q: is it a racing show?**

A: the background is off-road racing - the underlying theme is what it takes to succeed – but done in whole new way for racing – with the great storyline, compelling drama and plenty of comedy

**Q: who's the intended audience?**

A: grade-school on up - people that enjoy cars, racing and tech products, sports, fashion, food, travel

**Q: what makes the show different from other reality shows?**

A: it has a racing storyline/plot and is a comedy/drama – with race education themes – the viewers will quickly come to understand our characters and root for them

**Q: who is producing the film?**

A: Quantum Media is the lead producer, an independent production company. Quantum Media has successfully produced projects, shows and software for 25 years – it's a team effort with great associates, racing companies, and lots of Off-Road race film expertise.

**Q: how is the show being funded?**

A: with both private and corporate participants as well as sponsors

**Q: when will the show be made?**

A: the development phase of the show is complete, preproduction is now beginning and with final funding, shooting will begin which will take about 16 weeks/season. Postproduction will take six to eight weeks and then the show will be ready for distribution

**Q: how will the show be distributed?**

A: Initially Private Invitation Social Network Online Premiers, then quickly followed by Cable, Network video/DVD rentals , pay-per-view, educational and more.





# Characters Are Consumers



Our feature characters are consumers just like everyone else. The only difference is that these people have an audience watching the products they choose. The audience views the **foods they eat & drink, the clothes they wear, the cars they drive, as well as their communication devices, office products, furniture, electronics, jewelry, eyewear, and personal care items.** Throughout each show, sets are decorated with selectively placed consumer goods manufactured both domestically and abroad -- all with the distinct feature and ability to enhance product recognition.



*"If they use someone's product, why not your brand..?"*

**We offer 3 types of Product Placements - and we offer a tremendous On-Set Ancillary Production Option.**

## PROP PLACEMENT

For a negotiated fee your product will be placed on screen.

The points of negotiation are:

- 1. Duration
- 2. On-Screen Percentage
- 3. Repetition



## PRODUCT USE

For a negotiated fee your product will be used by our characters onscreen.

The points of negotiation are:

- 1. Duration
- 2. On-Screen Percentage
- 3. Repetition
- 4. Character Role/s





## PLOT LINE PLACEMENT

For a negotiated fee your product will be focal to the scene.

The points of negotiation are:

1. Dialog - Concerning the Product
2. On-Screen Percentage
3. Duration
4. Character Role/s



## ANCILLARY PRODUCTION OPTION

As long as your product is on our set with incredible lighting, professional crews, amazing cameras and talented actors - why not take advantage of the situation with a professionally produced Ad utilizing our personnel..? By comparison, utilizing an independent production your setups and pre-production preparation alone could cost into the millions - but utilizing our sets, talent and preparation you could save up to 90% of the conventional cost associated with producing a like Ad on your own.



*We can Chroma Key / Green Screen - your product into several possible productions seamlessly...*

Your professionally produced "On-Set" Ad can be utilized in almost any imaginable manner including:

1. Print Ads
2. Television Ads
3. Theater Ads
4. Tradeshow/Industry-Specific
5. Online Ads

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**Note: You can utilize powerful product placement, celebrity photo opportunities, personal appearances and product showcasing that establish your brand.**

### **Q: What are the main benefits of Product Placement?**

A: There are several benefits: product placement is the form of advertising that has a diminishing cost due to its longevity. Lower Cost - with the average 30-second spot costing \$50,000-\$400,000 or more, product placement is a minor expense. Significant increase in brand awareness No Commercial Skipping - since your product is integrated into the show, you have a 'captive audience' Perceived Endorsement - your product/services will be linked with the stars/characters on the show. Realism - consumers feel that products integrated into a show have a higher perceived value than similar products advertised during the same show.

### **Q: What types of products can be placed?**

A: Anything - Everything - Concepts, and Clothing. Promotional Items:- clothing, food and drink brands, and decorative items - Point-of-purchase items - merchandise and displays. Signage: banners, posters, neon signs, and billboards can be incorporated.

### **Q: What are the fees involved?**

A: Each client presents a different set of situations and we base our fees accordingly. The price of the service can be affected by the number of brands a company wants to have represented and the number of placements.