



## **PARTNER/SPONSORSHIP PROPOSAL**

LIVE: From Your Living Room - the brand new online self-isolation variety show  
- is seeking financial partners/sponsorship.

### **WHO WE ARE:**

LIVE: From Your Living Room is a new, online late-night style variety show that features both local and international professional performing artists. Born out of the necessity for self-isolation, we provide a new, adaptive delivery of high-quality entertainment from and to those who have been affected by the widespread loss of live performance opportunities globally. Each episode is pre-filmed, but streamed live every second Saturday, at the prime slot of 7:30pm AEDT and runs for approximately 90 minutes.

With a steadily growing fan-base, online audience and talent-pool, LIVE: From Your Living Room is looking for businesses or patrons to come on board as sponsors, as we look to expand our brand and solidify the longevity of the show.

### **WHAT WE ARE LOOKING FOR:**

LIVE: From Your Living Room is looking for a diverse range of affiliates of any size to assist in the financing of the show. As we progress with a new way of consumer-engagement, so too are we seeking progressive companies that are looking to expand their online presence and audience, in a time where the ability for physical retail engagement is significantly reduced.

Coming on board now with LIVE: From Your Living Room gives our sponsors an unprecedented opportunity to capitalise on an exponentially expanding audience, with plans to produce a season of episodes that will continue beyond this current period of uncertainty.

Money received from sponsorships will go towards the following:

- Production Costs
- Artists' Fees
- Online Marketing – Social Media Platforms, Website Traffic



## **WHAT WE OFFER:**

As a sponsor of LIVE: From Your Living Room, your business can gain access to any or all of the following:

- Website and Title-Screen brand-placement
- Verbal and Visual brand-placement during episodes
- Specific product-placement during episodes
- Social Media brand-placement

LIVE: From Your Living Room is open to negotiating individual sponsorship deals, and will provide metrics and insights pertaining to reach, audience and demographics for any interested parties. For further information on the show and its content, head to the website below where our Premiere Episode is currently available to view.

In a time fraught with uncertainty and volatility, LIVE: From Your Living Room aims to be a beacon of optimism for businesses and individuals alike, and it is our hope that we can progress with like-minded partners, fearless in their plight to adapt and contribute to the cutting-edge of this new form of entertainment and social interaction.

## **CONTACT DETAILS:**

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LIVE: From Your Living Room wishes to thank you for your consideration. Please contact Adam Perryman with any questions regarding interest in partnership with LIVE: From Your Living Room.

