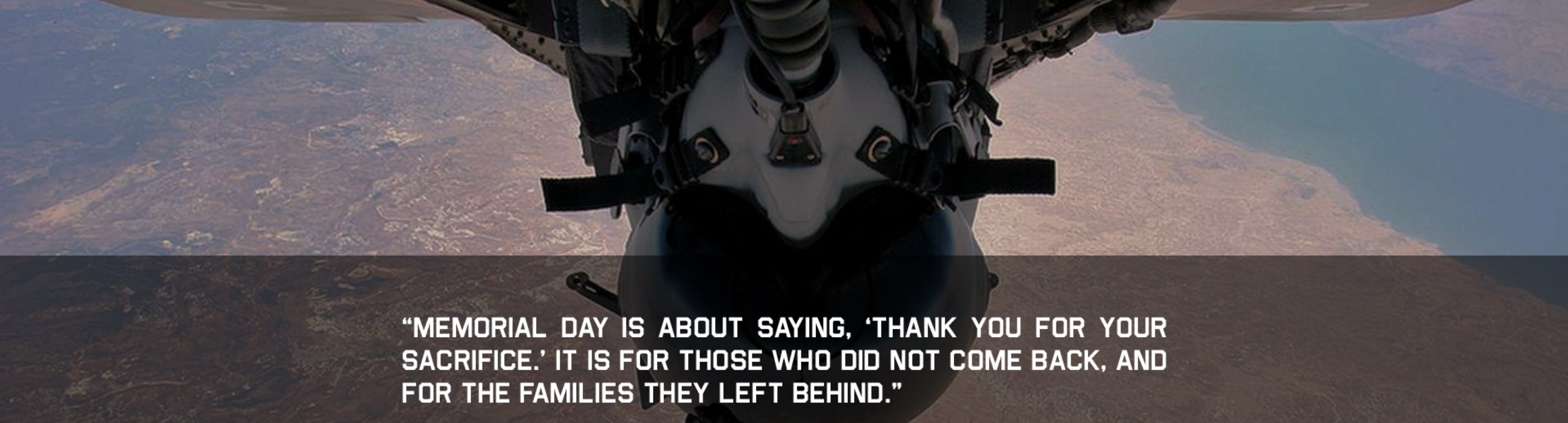




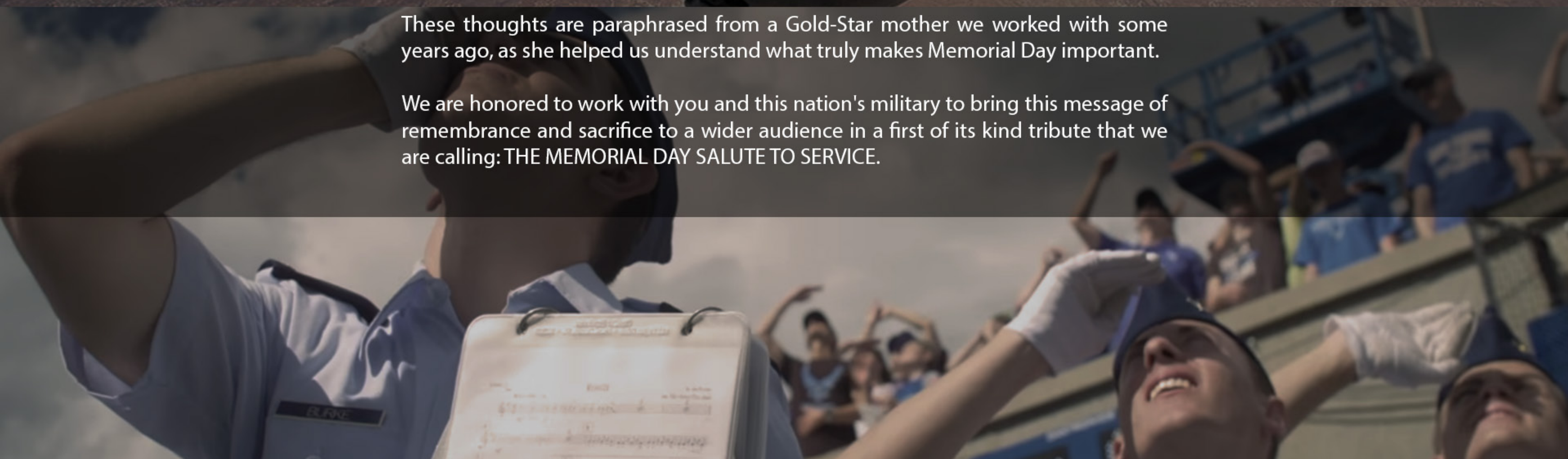
THE MEMORIAL DAY  
**SALUTE**  
TO SACRIFICE

A FIRST OF ITS KIND TRIBUTE





**“MEMORIAL DAY IS ABOUT SAYING, ‘THANK YOU FOR YOUR SACRIFICE.’ IT IS FOR THOSE WHO DID NOT COME BACK, AND FOR THE FAMILIES THEY LEFT BEHIND.”**



These thoughts are paraphrased from a Gold-Star mother we worked with some years ago, as she helped us understand what truly makes Memorial Day important.

We are honored to work with you and this nation's military to bring this message of remembrance and sacrifice to a wider audience in a first of its kind tribute that we are calling: THE MEMORIAL DAY SALUTE TO SERVICE.





# OUR MISSION




THERE IS NO SEMINAL YEARLY MEMORIAL DAY TRIBUTE, WHERE ALL OF AMERICA CAN COME TOGETHER AND REMEMBER THOSE WHO HAVE SACRIFICED FOR US. WE THINK AMERICA NEEDS ONE.

And we want to help the National Salute to America's Heroes become that.

We will use the National Salute to America's Heroes, presented by Hyundai, to launch a new inspirational, emotive, and powerful way to celebrate a Memorial Day broadcast across America, so we all may pay tribute to our military together as a nation.

This message is incredibly close to us and our company's values, and we believe it's a sentiment needed now more than ever by the American people.





**THIS HOUR LONG SPECIAL WILL CONSIST OF REAL STORIES OF HEROISM TOLD BY REAL HEROES, ACCENTED BY MOMENTS FROM THE AIR & SEA SHOW,** with plenty of organic opportunities for sponsorships and partnership breaks to grow this tribute to new levels.

Using the incredible Air & Sea Show and concerts from Miami Beach, Florida, and packaging it with human stories of sacrifice, courage, and honor will give American viewers a combination of cathartic remembrance and raw celebration that cannot be found anywhere else.

Our five pre-taped and produced hero stories will be told by the real life military and first responders that lived them, or their surviving family and friends if they are no longer with us. Each story will represent one of the five branches of the military - unifying the nation's military as a whole for our viewer.

Our signature, intimate handheld approach will make good on the authentic hero stories - while our cinematic background will give us the ability to capture the scale of the Air & Sea Show and live concerts of the Music Explosion in a way that makes the viewer feel they are right in the middle of the action.

# APPROACH





# FORMAT

WE WILL DELIVER:  
1 HOUR SPECIAL  
5 DOCU-PODS





# ONE HOUR SPECIAL

WE ARE CALLING THIS SPECIAL "THE MEMORIAL DAY SALUTE TO SACRIFICE" - IT WILL FEATURE THE THE UPLIFTING, REAL-LIFE STORIES FROM OUR DOCUPODS, ACCENTED BY THE ACTION AND MUSIC OF THE NATIONAL SALUTE TO AMERICA'S HEROES, PRESENTED BY HYUNDAI.

Our five docu-pods create a five act structure for the overall piece. Each act will feature one of our Hero Stories that highlights a service member that gave the ultimate sacrifice - the Hero Stories will be tied together by intercutting footage from the air and sea show and/or musical performance that thematically links back to the stories.

Example: If the Hero Story was about the Tuskegee airmen of WWII, then the concert will be intercut with footage of the vintage aircraft doing a missing man formation during the air show.

The special will crescendo with a grand-finale intercutting the Fireworks Extravaganza with intimate interview snippets and home video of the legacy, friends, and family that our heroes left behind. It will be a sobering, yet joyful moment as the audience realizes all the lives and love that each hero's sacrifice helped ensure.





# DOCU-PODS

**IN ADDITION TO THE SPECIAL, WE WILL PRODUCE 5 DOCU-STORIES.** Each 3-5 minute long "Hero Stories" film will feature the personal story of a military member - one from each branch of the military.

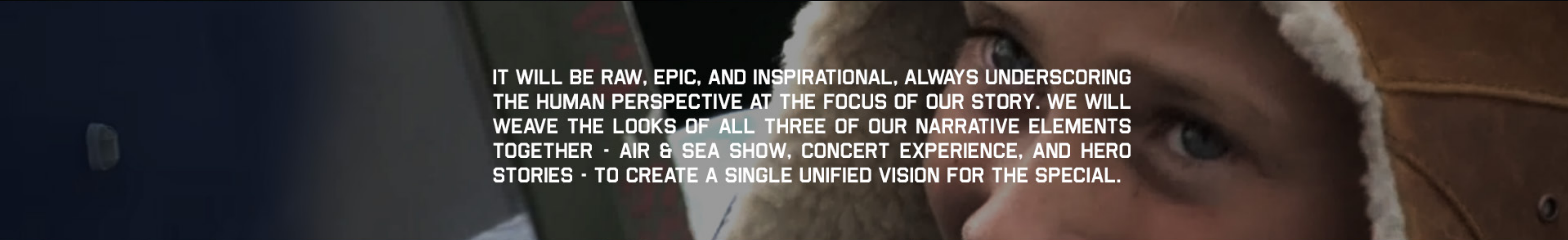
We will use archival footage and interviews from friends, family, and fellow military members they served with to paint a picture of who these heroes were both in and out of uniform.



# LOOK & FEEL



IT WILL BE RAW, EPIC, AND INSPIRATIONAL, ALWAYS UNDERSCORING THE HUMAN PERSPECTIVE AT THE FOCUS OF OUR STORY. WE WILL WEAVE THE LOOKS OF ALL THREE OF OUR NARRATIVE ELEMENTS TOGETHER - AIR & SEA SHOW, CONCERT EXPERIENCE, AND HERO STORIES - TO CREATE A SINGLE UNIFIED VISION FOR THE SPECIAL.







Gritty, handheld, true-to-life photography of the Hero Stories will balance against the awe-inspiring spectacle of the Air & Sea Show.

For the concerts, we will move on stage with the performers - getting personal with handheld close ups - as well as capture cinematic wides and improvisational coverage of the whole show.



# TONE

**AUTHENTICITY NEEDS TO BE THE FOUNDATION OF THIS - OTHERWISE WE RISK LOSING THE AUDIENCE'S TRUST AND COMING ACROSS AS INSINCERE TOWARD THE SUBJECT MATTER AND THE SACRIFICE AT HAND.**

It will be bold, inspiring, and emotional. Balancing remembrance with performance - we are not grieving a loss but celebrating all that their sacrifice has given us.

We will bring Americans together.