



# GUIDESTONES

AN INTERACTIVE PARANORMAL WEB SERIES

# GUIDESTONES

AN INTERACTIVE PARANORMAL THRILLER

## INTRODUCTION

Already called America's Stonehenge, the mysterious granite monument known as Guidestones, erected in the southern State of Georgia, is an enigma steeped in mystery. It appeared one day, out of nowhere in a farmer's field at the request of a man calling himself Mr.Christian.

Standing 19 feet high, and written in eight languages, the six-piece stone structure proclaims a message for the conservation of mankind.

What if the messages are real? What if they represent the biggest treasure hunt of all time? The hunt for man's survival.

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## MYSTERIOUS

Guidestones, the web-based mystery, is a pulse-racing thriller with spellbinding cliff-hangers at the end of each episode.

The series features two Toronto-based university students – one being followed by a dark figure of unknown identity – who embark on a mystery that quickly germinates into a sweeping global conspiracy.

Guidestones combines the thrilling mystery of The Da Vinci Code with the supernatural conspiracy of The X-Files. It takes the students on a high-speed international chase full of fictitious events blended seamlessly with reality-based facts.

Guidestones vérité style will leave audiences wondering how much of the story is real, and how much is fiction.

The target audience:  
Males 18-54

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## INNOVATIVE

Guidestones defines a new form of entertainment that takes advantage of the unique properties of the Web. With its creative content, massive distribution platform and experienced production team, Guidestones is the future of interactive entertainment.

*Guidestones* demonstrates a high degree of advancement and innovation in all aspects of the project including:

- **Original Content** - New, current, and only available online, *Guidestones* is cloaked in a unique mystique with plenty of buzz.
- **Playing to the Format** - Truth or Fiction? The project is designed to move seamlessly between fiction and reality.
- **Short Form Narrative** - Each episode is designed to run 2-3 minutes long.

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- **Long Run** - 40 x 3 minute episodes, which will be distributed over a period of approximately a year on a weekly basis.
- **On Demand** - Beyond the initial launch, the series will be available to users when they choose.
- **Interactivity** - Designed to allow users to participate in the story as much or as little as they choose.
- **Technology** – designed to be a pivotal part of today's technology providing users with Smartphones, apps and websites the tools to uncover the mysteries embedded in the story.

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## OVERVIEW

Each 3-minute episode ends in a cliffhanger. The solution to each mystery is hidden somewhere on the web in a Facebook entry, a YouTube video, or a music track on iTunes... the options are endless. Users can wait until the next episode to discover the solution or they can search and find it on their own. The format provides the opportunity to hide clues anywhere online including the websites of branding partners. This will help raise awareness of the brand as well as increase web traffic. The property also promotes the use of smartphones by employing existing apps to decode clues as well as a *Guidestones* 'Keystone' app.

- This makes *Guidestones* linear and interactive at the same time. The audience can choose to watch passively or interact if they choose.
- *Guidestones* will be produced in collaboration with corporate and media partners in order to maximize the transparency of the product integration as well as to most effective way to meet the goals of or partners.

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## IT'S IN THE BANK

We have received funding support from The Canadian Independent Film & Video Fund (CIFVF) that guarantees our ability to produce all 40 episodes.

The CIFVF is a dynamic private sector funding body which supports non-theatrical film, videos and new media projects created by Canadian independent producers to enable lifelong learning. It provides financial assistance to independent producers for the development and production of English and French language films or videos and interactive digital new media programs in a variety of subject areas using the formats of documentary, docu-drama, drama and animation to inform, educate and/or instruct.

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## POWERFUL VIEWING PLATFORMS

Two distinctly different viewing options make the Guidestones on-line presence unique.

**Push:** Viewers register e-mail addresses to have video links of each webisode sent directly to their e-mail as the series unfolds.

**Linear:** Videos of each webisode will be uploaded to Guidestones' two platforms – Rogers Media's *Shorts in the City*, and Heavy.com

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## **Heavy.com**

Heavy's goal is simple: provide the most compelling programming available at no cost to our audience. They create their own shows and scour the web for the best shows and clips. They then bring them all together under one roof so you don't have to waste your time searching for the latest and greatest. They then organize these shows in handy sections: Comedy, MMA, Movies, Music, TV, Games and Action.

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Heavy will be ensuring views are directed towards Guidestones by giving Guidestones it's own channel spot on the videos dropdown. In addition to that, when new material is released, it will be featured on the main home page as well.

US Monthly Uniques:

Heavey.com 4.5 Million\*

Heavey Men's Network 34 Million\*

M 18-49 78%\*

Average HHI: \$63,000\*

Some College: 73%\*

Avg. Session Duration 20 Minutes\*

Avg.Stream Views 6\*

Monthly Frequency Approx. 4x\*

Monthly Shared Videos 24.6%\*

\*Source: Comscore December, 2009

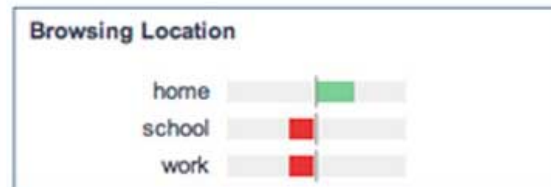
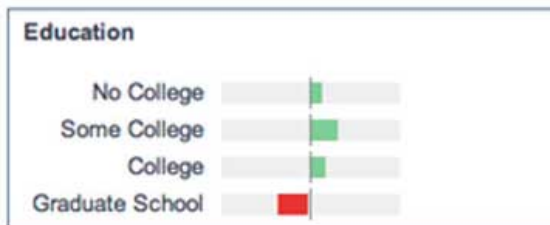
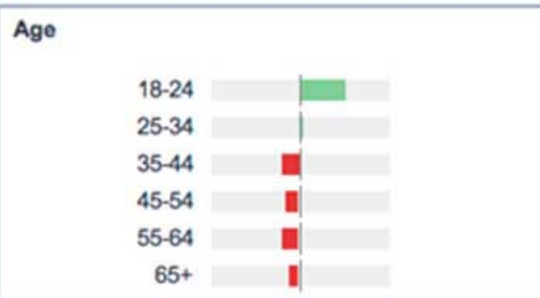
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## Audience Demographics for Heavy.com

Relative to the general internet population how popular is heavy.com with each audience below?



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## **Short in the City**

Shorts in the City – a multi-platform, multi-screen home, on the web and on mobile for video available free to Rogers and Fido customers on iPhone and iPad, with migration of some titles to Rogers On-Demand and TV

"Shorts in the City" offers Canadians the largest selection of serialized online video content available in the country and features over 17 shows, 500 episodes and 35 hours of drama, comedy, sci-fi, thriller, horror and animation.

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The 18-34 demographic is split  
Male/Female  
Most premieres are Female skewing  
Total Video Views: 200,000



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## CORPORATE SPONSORS ON-BOARD



**Samsung** for their phones and tablet



**The Toronto Blue Jays** for mention and logo branding

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## THE OPPORTUNITY

*Guidestones* charges a one-time, upfront production fee for product integration. Subsequently, sponsors pay based on the traffic performance of the series. This offers *Guidestones* sponsors opportunities that are innovative and low-risk ways to participate in this exciting endeavor.

Each sponsor has product category exclusivity and first right of refusal on all future series.

Sponsor logos will be included on the official *Guidestones* web site.

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Each webisode will drive traffic and awareness to sponsor websites and products through strategic and clever product integration. And, they'll increase brand engagement and brand equity with cool, groundbreaking content that has global reach and appeal.

Guidestones' interactive nature exposes viewers to brands in a unique way.

- Script interaction linking brands & products within the story
- Brand interaction throughout the series
- Solutions to cliff-hangers pushing to sponsors websites contests, newsletters, coupons, etc.

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Level of Investment	# of Episodes	Production Fee	Capped CPM Fee	Total Investment
Standard Placement	5	\$15,000	\$15,000 (\$25 CPM)	\$30,000
Standard Placement With Cliff-hangers	10	\$20,000	\$30,000 (\$25 CPM)	\$50,000
Full Script Integration	40	\$40,000	\$60,000 (\$15 CPM)	\$100,000

## **Available Corporate Sponsorship Levels**

Two at \$100,000

Five at \$50,000

Five at \$30,000

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*Guidestones* charges a 1-time upfront production fee for product integration and customers consequently pay based on traffic performance of the series. This offers brands an innovative and low-risk means to participate in this exciting endeavour.

We will be collecting total # of views per webisode per platform. And combine those # to give one total viewer number to our corporate partners.

**Terms:** Payment terms are flexible with a signed contract.

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## ON-LINE MARKETING AND ADVERTISING

### **Website**

We will create a Third Party website.

### **Banner**

We will place banner ads on key websites

### **E-Newsletter**

We will develop a quarterly E-Newsletter

### **Links**

We will use links raise Guidestone' profile and developing great quality, relevant inbound links back to our third party website. As well as get involved in forums and message boards.

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## **Blogs**

We will create daily blogs.

## **E-Mail**

We will introduce Guidestone to a total of 123 fraternities and sororities in the US they have a combined total of 9 million members.

## **Social Media**

We have contracted a firm of to handle all or our social media efforts.

The use of social media platforms will help to facilitate the building of networks/ communities and will allow for two-way conversations. We will develop strategies to leverage the major social networks and smaller niche sites.

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## CONVENTIONAL MARKETING AND ADVERTISING

We have contracted an Advertising Agency to develop of our advertising efforts.

**Campus Newsletter** distributed to every campus in Canada

**Men's Fitness International** - published by American Media Inc., Men's Fitness brings men news for staying lean and trim and looking their best. Offers advice for scoring dates and eating healthier, plus tips to live a healthy and balanced lifestyle.

**Circulation**- 68,037

**Frequency** - Monthly

### **Demographic**

- Single males
- House hold Income \$50, 000 + (73%) to 100,000 +(35%)
- Read at home 39%
- Spend 3 or more days with magazine 33%
- Considerable interest in Advertising 27%

**Target market**- Males between 21- 40 years old

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**Sports Illustrated-** A magazine of news and pictures from the world of sports  
*Circulation*

Total Paid & Verified Circulation 3,252,298 with over 170,000 public place copies distributed to doctor/health care providers, automotive outlets, personal care salons, fitness clubs, and education/learning facilities.

*Frequency* – Weekly

**PC Gamer** - written specifically for gaming enthusiasts. PC Gamer provides hard-hitting reviews, winning strategies, explanations of complex game technology and industry news. On the newsstand, PC Gamer outsells its near rival by better than 2 to 1. It's the preferred editorial partner for PC game publishers and the industry's leading advertising vehicle.

*Circulation*- 2,600,000 annually

*Frequency* – 13 times a year

Average Age 34 with 97% male readership

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## **Public Relations**

We have contracted a Public Relations agency to create and implement all of our public relations efforts.

Our team believes public relations offers several advantages not found with other promotional options. Most importantly, public relations is often considered a highly credible form of promotion. One of public relations' key points of power rests with helping to establish credibility for a company in the minds of targeted groups by capitalizing on the influence of a third-party -- the media.

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## EVENTS

### **Red Bull**

Red Bull has events throughout the US and the world. We will target specific events in the US and Canada.

### **Comic Con**

Comic Con takes place year round in different cities throughout the US and Canada. Audience interested in comics, graphic novels and video games.

### **Spring Break**

Spring Break in Florida

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## ABOUT US

Smiley Guy Studios (SGS) is an award-winning, full-service production company with expertise in animation, design, writing, sound, music, and multi-media.

SGS boasts an impressive suite of service capabilities, from pre-production (scripts, concept art, storyboards, leica reels) to post-production (editing, final render, transfer) and sound (casting, recording, mixing, and mastering). SGS maintains an all-digital workflow through its proprietary online production management system; from script to offline to online, SGS can deliver in standard and HD formats.

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## OUR TEAM

### **JAY FERGUSON, Director/Producer**

Jay Ferguson is an award-winning filmmaker who has contributed as a writer, director, producer and cinematographer on over 15 feature films. His work with institutions such as The National Film Board of Canada has garnered him acclaim as a cutting-edge filmmaker. He has won the Canadian Society of Cinematographer's top award for cinematography in documentary and been nominated numerous other times. He has also been nominated for a Gemini award and won top honours at various film festivals. Besides Features and Documentaries Jay also has 12 years of experience in commercial production. He has directed and shot spots for Investors Group Insurance, GolfTown, Nike, Spalding and BCS.

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Jay's first feature film, **SUBURBAN LEGEND** was selected for official competition in the 1996 Montreal International Film Festival and won best director at the RPM film festival in Toronto. His second feature **POSTHUMOUS** was short-listed for official competition at the Sundance Film Festival in 2001. Jay has also directed an assortment of music videos, cooking shows and web-series. Jay's ongoing work with interactive online content has helped earn TVOntario a **WEBBY** nomination and a **SXSW** interactive nomination for his work on **EMPIRE OF THE WORD**.

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## **JONAS DIAMOND, Executive Producer**

Jonas is producer of the award-winning animated series *Odd Job Jack* (52x30). The series received a Gemini, CFTPA Indie and Banff Rockie Award for Best Cross Platform Project. Additional Accolades for *Odd Job Jack* include a nomination for Best Interactive Program (2006) and Best Animated Show (2005) at the Banff Rockie Awards, second prize for Best Interactive Design (2006) at Vidfest, Best Convergent Project by the Banff Institute as well as multiple Gemini and Canadian Comedy Award nominations. Jonas' producer credits includes *Odd Job Jack*, *Hotbox* and *Bigfoot* for The Comedy Network / CTV, *Pillars of Freedom* for TVO, *Turbo Dogs* for CBC / NBC, *The Dating Guy*, *skatoony*, *Sons of Butcher* and the upcoming *GeoFreakZ* MORPG for Teletoon, *The World of Bruce McCall*, and the interactive storyteller *Legends of Me* as well as many other projects for various platforms.

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## **LISA BAYLIN, Producer**

Lisa Baylin, is the VP of Content & Production. Previously, Lisa was a Program Manager at three private funds supporting the Canadian television and new media industries: the Bell Broadcast and New Media Fund which invests in Canadian television programs and their associated new media projects; the Independent Production Fund which invests in dramatic television series and webseries; and, the COGECO Program Development Fund for the development of dramatic series and MOW's and the production of MOW's. Before joining the Funds in 2007, Lisa was the Associate Conference Producer for the Banff World Television Festival. A graduate of Queen's University, Lisa began her career as a theatre director in Toronto and New York, and moved into casting in 2004 where she had the opportunity to participate in casting such feature films as *Get Rich or Die Tryin'* (05), *The Sentinel* (06), *Take the Lead* (06), *16 Blocks* (06), *Cheaper by the Dozen 2* (05), *Four Brothers* (05), and for television; *Found Objects* (07), *Lost Things* (07) and *The Dark Years* (07). Lisa has recently ventured into producing and directing short films and her current film *Bagged* (10) will air on CBC as part of Canadian Reflections in 2011.

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## **JEREMY DIAMOND, Writer**

Jeremy served as the head writer on *Odd Job Jack*. His track-record in producing, writing and managing television and new media projects as well as his overall writing, acting and creative experience make Jeremy a core member of the project team. Jeremy's writing/ directing credits also include *Turbo Dogs* for CBC / NBC, *Pillars of Freedom* for TVO, *The Dating Guy* and *Ninjamaica* for Teletoon, various shorts based on the art of Bruce McCall, NASCAR Heroes comics, and the interactive storyteller *Legends of Me*.

## **DENNY SILVERTHORNE, Editor**

Denny served as the director of *Odd Job Jack* and its interactive component. His wealth of experience in producing, directing and managing interactive projects, coupled with his extensive background in film and music, make Denny a key member of the team. Denny's director credits also include *Turbo Dogs* for CBC / NBC, *GeoFreakZ* for Teletoon, *Hotbox* and *Bigfoot* for The Comedy Network, Bruce McCall's *The Ascent of Man* and the interactive storyteller *Legends of Me*.

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## CONTACT US



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