

4 EVER

FOREVER BROTHERS, FOREVER CHAMPIONS





Title: 4EVER

Forever Brothers, Forever Champions

Duration: 120 minutes

World Wide Release: Theaters, Video On-Demand & DVD

Executive Producer: Keith Mister Jennings

Director: Sterling Foster

Writer: Sterling Foster, Keith Mister Jennings

Editor: Sterling Foster

Produced by: Small Town Productions, Prime Time Marketing

Starring: Keith Mister Jennings, Calvin Talford, Greg Dennis

Director or Marketing & PR: Prime Time Marketing

Website: www.The4EverMovie.com

Storyline

This documentary tells the story of a mid-major college basketball team at East Tennessee State University in a small southern town named Johnson City, TN that in 1989 started a dynasty. For four years straight (89,90,91,92) East Tennessee State University men's basketball team won the Southern Conference Championship. Not only did they win together as a team, but they vowed to remain brothers 4ever. Get an inside look at what went on behind the scenes, who got special treatment, who was the diva of team, all the pranks, fights and more. Follow them as they make history by defeating Arizona in the NCAA tournament and as they kept their bond strong over the 20years since they played together.

Target Market Segments: Ages 5 to adults

Location: Tennessee, Virginia, Georgia, South Carolina

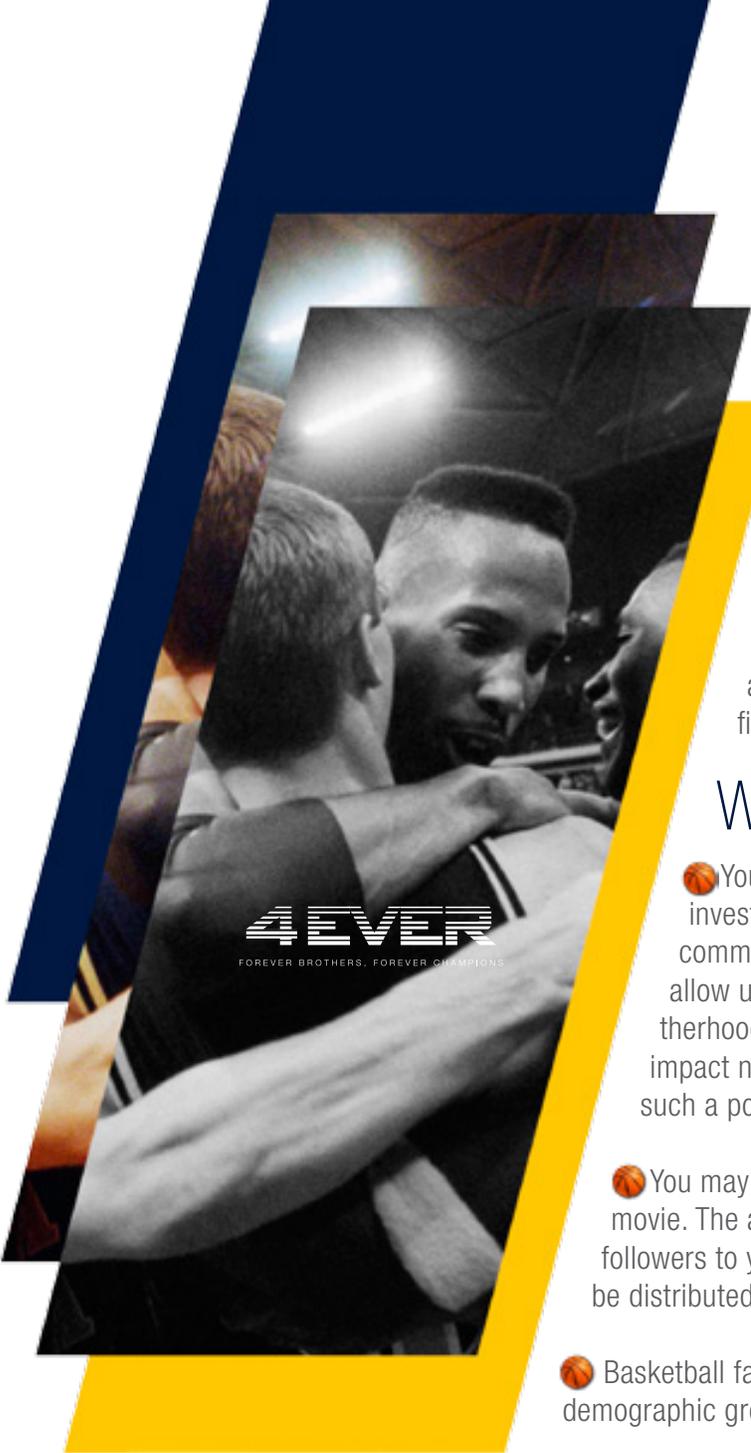
Production Schedule:

36 Day Shoot; Full production cycle

August 2017 through November 2017

Projected release date: February 2018

For More Info Contact Prime Time Marketing
Kelly Cole (276)229-0530 info@primetime-marketing.com



What are we looking for?

We are looking to partner with companies who are interested in reaching a nationwide market of followers by one of our many forms of sponsorships and advertisement opportunities associated with our film!

Why Sponsor?

- 🏀 Your sponsorship of the 4EVER Film is more than just an investment in advertising; it is an investment in the local community and the people within it. Your sponsorship will allow us to bring a strong positive basketball movie of “Brotherhood and Team Work” to the big screen and make an impact nationwide on kids and communities that rarely get such a positive message from young role models today.
- 🏀 You may be asking why your company should sponsor the movie. The answer is simple: to help drive new customers and followers to your brand / product message. This documentary will be distributed nationwide.
- 🏀 Basketball fans, athletes and their families represent the coveted demographic groups of young people still forming purchasing habits.
- 🏀 The current economic environment is a perfect time to evaluate all your advertising and marketing opportunities and focus on those providing the best return for your dollars. The combination of exceptional demographics and low cost of sponsorship make this an extraordinary opportunity to market your image and expand your customer fan base.

Americans love basketball. How much? Let's put it this way: It has a fanbase that exceeds the population of Spain.

MARKETING OF THE FILM

The same marketing team behind our film recently had a Film "Believe" (Named 2016 Film of The Year – The Christian Film Review).

TARGET MARKET SEGMENTS

- Friendly family basketball fanatics
- Feel-good & do-good audiences looking for content that motivates them to be better leaders, work together as team to change their local communities
- Middle-America families who enjoy positive, sports & life entertainment.

Themes of the Movie

What are the key elements of building a life-long bond of brotherhood?

Perseverance through physical, emotional hardships

Belief is challenged yet strengthened in trying times when your back is against the wall.

Achievement through community, self-sacrifice, kindness and love.

Meet The College Basketball Fan

MEN'S NCAA BASKETBALL FAN

Men's college basketball attracts an affluent and well-educated audience.

DEMOGRAPHIC SNAPSHOT



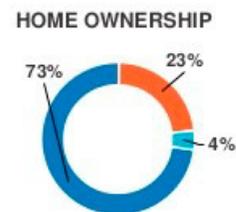
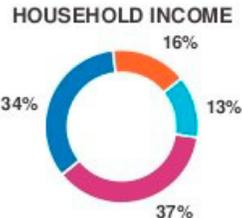
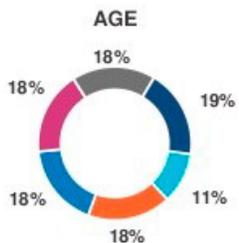
Nearly 70% male



58% are married



66% have a college education



■ 18-24 ■ 25-34 ■ 35-44
■ 45-54 ■ 55-64 ■ 65+

■ Under 50K ■ 50 - 100K ■ 100-150K ■ 150K +

■ Own ■ Rent ■ Other

Source: Scarborough USA Plus Research, Au 14-Oct15, Total Survey Area, Adults 18+ Target: Sports Watched Cab
TV network Post yr.: College basketball -men's Population: 245,403,097, Qualitative Population: 41,047,109



There are 181 million fans college basketball fans in the US according to (TargetMarket.com)
Our target for this film starts with the current student population of East Tennessee State University of over 14,000 and the total school body alumni.

Our second level target market is all of the teams in the Southern Conference
Chattanooga Mocs, Furman Paladins, Mercer Bears, Samford Bulldogs, The Citadel Bulldogs, UNC Greensboro Spartans, VMI Keydets, Western Carolina Catamounts, Wofford Terriers.

Eastern Division: Boston, New York City Philadelphia, Washington DC (Frederick, Richmond, Norfolk, Lynchburg, etc)

Central Division: Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, St. Louis

Southern Division: Atlanta, Chattanooga, Knoxville, Nashville, Johnson City, Bristol, Charlotte, Greenville, Greensboro, Dallas, San Antonio, Houston, Miami, Orlando, Tampa, Memphis, New Orleans

Western Division: Denver, Los Angeles, San Diego, Las Vegas, Phoenix, Seattle

GOALS

- 🏀 Build grassroots awareness for the film among the basketball & family audience
- 🏀 Grow a community of passionate followers and fans
- 🏀 Motivate the basketball community to see the film as an extension of their team building exercise
- 🏀 Leverage followers of influential people and organizations connected to the film

SOCIAL MEDIA

- 🏀 Creative Content
- 🏀 Graphic Design
- 🏀 Creative Video Production
- 🏀 Content Calendar
- 🏀 Social Strategy Brief
- 🏀 Social Copywriting & Posting
- 🏀 Social Monitoring
- 🏀 Fan & Influencer Interaction
- 🏀 New Fan Acquisition
- 🏀 Live Broadcast

BASKETBALL COMMUNITY OUTREACH

- Engage Media will be hosting 25 micro-screenings over the next 4 weeks in our top 25 markets.
- Goal is to enlist coaches, players and orgs to help promote the film via word-of-mouth through group sales and generate legitimate group sales leads.
- Engage has reached out to nearly 6,000 coaches and players in the following markets: Johnson City, Bristol, Atlanta, Charlotte, Chicago, Dallas, Houston, San Antonio, Jacksonville, Los Angeles, Louisville, Nashville and Orlando to share the teaser trailer and begin conversations about 4Ever.



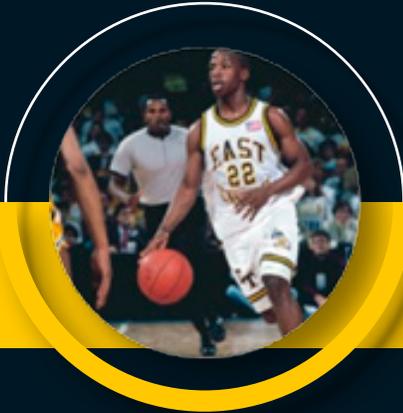
MEDIA TIME BUYING & PLACEMENT:

Design and implement the radio campaign for maximum penetration of the national and local radio platforms

SPOT PRODUCTION:

Write and produce the radio spots for sports audiences; also develop and produce other radio material for on-air and on-line use for website radio page

THE CAST



KEITH “MISTER” JENNINGS,

Men’s Basketball (ETSU, 1987-91) – During Keith Jennings’ four years at ETSU, the Bucs won the Southern Conference regular-season title twice and captured the league’s tournament crown three times in advancing to the NCAA tournament. A two-time SoCon Player of the Year (1990, 1991), Jennings was named all-conference three times and garnered first-team honors as a junior and senior. He was a consensus All-American as a senior. Jennings was named the Most Outstanding Player of the conference tournament twice and still owns the league record for career assists (793) and 3-point field-goal percentage (.493). His 793 assists rank fifth all-time in NCAA men’s basketball. Jennings won the 1991 Frances Pomeroy Naismith Award, given to the nation’s top player under 6 feet tall. He was inducted into the ETSU Hall of Fame in 2013. He currently serves as head women’s basketball coach at Lees-McRae College.

Prior to beginning his coaching career, Jennings played in the National Basketball Association (NBA) with the Golden State Warriors (1992-95) and the Denver Nuggets (1996-97). During his time at Golden State, Jennings was an assist machine while dishing out 614 while grabbing 248 rebounds. He shot 85.2% from the charity stripe and appeared in 164 games in three seasons. During the 1994-95 season, Jennings knocked down 75 three-pointers while amassing 589 points and turning in 1722 minutes.

He earned All-Star accolades on four occasions while playing European Professional Basketball. He led Brandt Hagen (Germany) to a playoff appearance in 1991 before garnering the three-point champion award and a second round playoff appearance with Estudiantes (Spain) during the 1995-96 season.

In 1999, Jennings was tabbed Player of the Year while playing for Le Man (France) and took his squad to the second round of the playoffs.





CALVIN TALFORD

Known for his high-flying dunks and his contributions to the most successful four years in ETSU men's basketball history, Castlewood, Va., native Calvin Talford became one of the Buccaneers' most popular players ever during his time in Johnson City.

Wearing the Blue and Gold from 1988 to 1992, Talford chose to attend ETSU despite a great deal of interest from larger programs. Their loss was certainly ETSU's gain, as Talford spent those next four years rewriting the record books and ultimately finishing his career third on the Bucs' all-time scoring list with 1,872 points. While he now ranks fourth on that list behind recent star Tim Smith, as well as former teammates Greg Dennis and Keith "Mister" Jennings, Talford's name still stands at the top of several categories, including career field goals made (3rd - 661) and career free throw percentage (6th - .793). In addition to the 99 games ETSU won during Talford's era, no record book can adequately list the countless dunks he slammed home in mid-air thanks to passes from Jennings, his good friend and teammate.

A player who wrapped up his career by winning the 1992 NCAA Slam-Dunk Championship in front of a nationally televised audience on ESPN, Talford went on to play professionally overseas before returning to Northeast Tennessee to make his home in Johnson City. But his legacy will be the many wonderful memories he left behind for ETSU fans both young and old.





GREG DENNIS

who played basketball at ETSU from 1987 to 1992, stood as the school's all-time leading scorer with 2,204 career points for over a decade. He ranks second in field goals, with 808, and first in career free throws, with 505. He ranks second in career blocks with 174. He was selected as the 1992 Southern Conference Tournament MVP and as a member of the All-Tournament team in 1988, 1989 and 1990. Dennis was inducted into the ETSU Athletic Hall of Fame in 2004.



MARTY STORY

Clemson Football transfer to E.T.S.U. basketball team, He was known as the enforcer on team. Played all four years.





MAJOR GREER

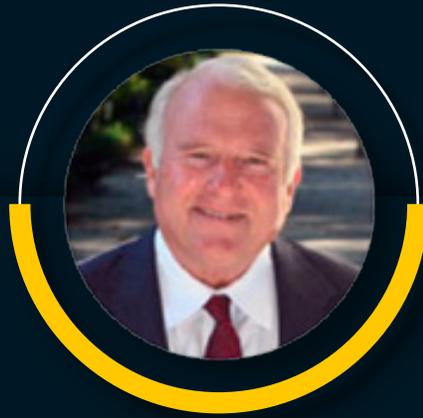
Four year starter on E.T.S.U. men's basketball team. 1,000 point score and most known for being a pure shooter.



COACH ALAN LEFORCE

Men's Basketball Head Coach 1990-1996, coached the Buccaneers for six seasons, leading ETSU to two Southern Conference regular season and tournament titles in each of his first two seasons, and engineering the Bucs' upset of third-seeded Arizona in the first round of the 1992 NCAA tournament. In his six seasons, LeForce compiled a 108-70 overall record, and a 60-32 mark against SoCon competition. Currently, LeForce is head coach of the Coastal Carolina women's basketball team.





COACH LES ROBINSON

– Men’s Basketball Head Coach 1985-1990. In five seasons with the Buccaneers, Les Robinson took ETSU to two NCAA tournaments, securing a berth in the “Big Dance” with a Southern Conference Tournament title in 1989. The 1989 squad went on to nearly pull off the biggest upset in tournament history, pushing top-seeded Oklahoma to the very brink before falling 72-71. A victory would have made the Bucs the first 16 seed to ever defeat a number one seed. Robinson ended his tenure at ETSU with an 81-70 record with two SoCOOn tournament titles and one regular season crown. He went on to become the head coach at N.C. State and is currently the Director of Athletics at The Citadel.



ALVIN WEST

1,000 point scorer for the Bucs, Known as a knock down 3pt shooter, 6th man



S P O N S O R S H I P OPPORTUNITIES



Sports fans have often been considered the best audience to target for the growth of business. They are loyal, committed to their beliefs, and are willing to spend their hard earned money on product and services that make them feel good. But how do you find them?

The 4ever movie has created a platform designed to put your business in front of this loyal, culturally diverse group of consumers through our partnership packages.

TITLE SPONSOR (1 SPOT AVAILABLE)

- Title Sponsor Naming Rights to the Movie — the movie title will appear as the (Your Business Name) Presents "4Ever"
- Inclusion in all press releases promoting the movie
- One press release announcing your company as the title sponsor
- Product Placement Inside the Movie
- Feature / Commercial on the Big Screen at the Movie premier before the film starts
- Feature / Commercial on the Movie's DVD before the film starts
- Logo visible in all advertisements created for the movie – Newspaper, Flyers & Posters
- Logo will be featured in T.V Advertisement
- Logo will be featured on our Website linking back to your website
- Logo on the Movie premier step and repeat backdrop behind the red-carpet
- Logo placement on promotional t-shirts
- Logo Placement on all weekly Social Media promotion
- Logo on front cover of the Movie Premier Souvenir program book
- Banner Representation at Movie Premier Event (Banner Provided by You)
- Appearance at your place of Business (Depending on Availability)
- Opportunity to Provide Product Samples at Movie Premier Event
- 1 Page Ad in the Movie Premier Souvenir program book
- Logo inclusion on Staff Credentials
- Photo Opportunity with the cast at Movie Premier Event
- Movie Premier Event Announcer will announce you as our title sponsor
- Inclusion in E-blast advertising that will feature your company name or logo
- 20 Copies of the Movie on DVD
- 20 VIP Passes to the movie premier

Title Sponsor Investment \$1,000,000 (1 SLOT Available)



VETERAN SPONSORSHIP PACKAG (5 SPOTS)

- Inclusion in all press releases promoting the movie
- One press release announcing your company as a Veteran sponsor
- Feature / Commercial on the Big Screen at the Movie premier before the film starts
- Feature / Commercial on the Movie's DVD before the film starts
- Logo visible in all advertisements created for the movie – Newspaper, Flyers & Posters
- Logo will be featured in T.V Advertisement
- Logo will be featured on our Website linking back to your website
- Logo on the Movie premier step and repeat backdrop behind the red-carpet
- Logo placement on promotional t-shirts
- Logo Placement on weekly Social Media promotion
- Opportunity to Provide Product Samples at Movie Premier Event
- 1 Page Ad in the Movie Premier Souvenir program book
- Logo inclusion on Staff Credentials
- Photo Opportunity with the cast at Movie Premier Event
- Movie Premier Event Announcer will announce you as a Veteran sponsor
- Inclusion in E-blast advertising that will feature your company name or logo
- 10 Copies of the Movie on DVD
- 10 VIP Passes to the movie premier

Veteran Sponsor Investment \$100,000

PRO PACKAGE (5 SPOTS)

- One press release announcing your company as a Pro sponsor
- Logo visible in all advertisements created for the movie – Newspaper, Flyers & Posters
- Logo will be featured on our Website linking back to your website
- Logo placement on promotional t-shirts
- Logo Placement on weekly Social Media promotion
- Opportunity To Provide Product Samples at Movie Premier Event
- 1/2 Page Ad in the Movie Premier Souvenir program book
- Photo Opp with the cast at Movie Premier Event
- Movie Premier Event Announcer will announce you as a Pro sponsor
- Inclusion in E-blast advertising that will feature your company name or logo
- 5 Copies of the Movie on DVD
- 5 VIP Passes to the movie premier

Pro Sponsor Investment \$50,000



ROOKIE PACKAGE (3 SPOTS)

- One press release announcing your company as a Rookie sponsor
- Logo visible in all advertisements created for the movie – Newspaper, Flyers & Posters
- Logo will be featured on our Website linking back to your website
- Opportunity to Provide Product Samples at Movie Premier Event
- 1/4 Page Ad in the Game Souvenir program book
- Movie Premier Event Announcer will announce you as a Rookie sponsor
- Inclusion in E-blast advertising that will feature your company name or logo
- 2 Copies of the Movie on DVD
- 2 VIP Passes to the movie premier

Rookie Sponsor Investment \$25,000

PRODUCT PLACEMENT - \$10,000 (5 SPOTS)

This an opportunity for you to get your product or service inside the movie.

We will use what is called embedded marketing, we will make your product or product logo visible inside the movie, with the specific intent to promote your product / company. For example, if your company has T-shirts we will have one of the guys in the movie to wear it while they are being interviewed for the film. Plus, you will receive 2 VIP Passes to the movie premier and a copy of the DVD

VIDEO AD PROMO BEFORE MOVIE PREMIER - \$5,000 (5 SPOTS)

This an opportunity for you to market your product or service at the Movie Premier on the Big Screen.

We will be having 3 separate Movie theater premier events at which time we will place a Feature / Commercial on the Big Screen promoting your product or service before the film starts.

Plus, you will receive 2 VIP Passes to the movie premier and a copy of the DVD

VIDEO AD PROMO BEFORE MOVIE ON DVD - \$5,500 (5 SPOTS)

This an opportunity for you to market your product or service on the DVD of the film. We will place a Feature / Commercial on the Movie's DVD before the film starts.

Plus, you will receive 2 VIP Passes to the movie premier and a copy of the DVD



MOVIE PREMIER SOUVENIR PROGRAM BOOKLET

This an opportunity for you to market your product or service inside the Movie Premier Souvenir Program Booklet.

Back Cover Ad - \$1,000 (1 Spot)

Full Page Ad - \$500

Half Page Ad - \$250



BY TEAMING UP WITH THE 4EVER FILM,
YOUR COMPANY WILL HAVE THE OPPORTUNITY
TO GET EXPOSURE THAT WILL LAST A LIFETIME.

For More Info Contact

Prime Time Marketing / Kelly Cole
(276)229-0530 info@primetime-marketing.com
Movie Website:

www.The4EverMovie.com