

2020

CORPORATE
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KIT

Going Vegan

Travel and Food DocuSeries

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About Going Vegan

For many reasons, people all over the earth are becoming vegan. Global veganism is up from a few million in the early '90s to around 550–950 million, as of 2018. Increasing percentages yield high veganism headcounts throughout the universe:

India 29% - 40% 360,576,000

China 4% - 5% 54,428,000 - 68,035,000

Brazil 7.6% 15,200,000

United States 3.3% 8,000,000

Throughout the 13-episode season, Michel shares her vegan experiences with vegans and non vegans alike:

Vegan chefs
Vegan Restaurant owners,
People who have never eaten meat,
and
Those who have never considered veganism...

They travel to restaurants, smoothie spots, grills, cafes, bars, farms, farmer's markets, and co-ops devour scrumptious and delicious vegan treats and eats, every step of the way! LOL!

As she travels this journey with the other hosts, the humor and professional cooking presentations promote the great benefits of a vegan diet and provide an entertaining illustration of how to enjoy the journey of improving your health, happiness, and overall quality of life.

Going Vegan is about healthy eating, beneficial lifestyle changes and exemplifies values that encourage loving yourself, personal growth, and most importantly, having fun while you live your life!

Program Goals

- Educate/ influence the masses on how to create and enjoy a vegan lifestyle by showcasing special, unique, and delicious Vegan restaurants and establishments.
- Promote health and enlighten viewers on how to improve their well-being and overall quality of life.
- Encourage the masses to get up and get active.
- Display the benefits of having a supportive friendship created through unity and the desire to lead a more health-conscious lifestyle.
- Decrease the number of individuals suffering from illnesses caused by poor diets and unhealthy habits.

Why Should You Support Going Vegan?

1

Going Vegan is an opportunity for business owners to ride the current wave of self-care, health, and nutrition displayed through veganism.

The Academy of Nutrition and Dietetics, the world's largest organization of food and nutrition professionals, stated that well-planned vegan diets "... reduce risks of many chronic diseases and may treat, improve, or reverse obesity, heart disease, high blood pressure, and type 2 diabetes".

2

3

Every year in the US, more than 9 billion animals on factory farms are cruelly produced, raised and killed for meat, milk, and eggs, many people, many of which are vegan, are drastically changing the way people view those agencies, and food in general.

Increase your visibility and brand awareness before a broad and loyal audience. Through our network partners, we have access to more than 28,000 television and cable affiliates worldwide.

4

5

Today, 1 in 3 Americans have stopped or reduced their meat consumption- 52% of Americans are currently trying to incorporate more plant-based meals into their daily lives.

Our Proposed Network Partners

- Boost brand recognition via increased exposure through our network partners
- Improve public perception by being affiliated with a positive and influential movement
 - Establish relationships with the community and thereby improve trust in your brand, create loyalty/ long-term support
 - Expand promotional content and brand strategy by appealing to the increasing trend of health consciousness
- Increase your return on investment through image recognition and positive affiliations



National Broadcasting Company (NBC) is, according to Nielsen's most current findings, one of the World's most popular networks. The research results, which include available Live+7 numbers up through week 50—NBC has overtaken CBS as America's most-watched network for the year. Total viewer's currently stand at 7.8 million households; reach includes their global website, which is accessible on smart phones, iPads, and other mobile devices.



Roku is Digital Streaming. There are currently 27 million active accounts using the Roku living room streaming devices, up about 40% YOY, 2018. Its users streamed 7.3 billion hours of video collectively in Q4 2018, a gain of 68% YOY. "Strong active account growth & accelerating streaming hours point to consumers' growing enthusiasm for streaming, making Roku America's largest & fastest growing TV streaming distribution platform," Roku CEO A Wood.



The CW (UPN and The WB) was purposed for women 18-34, but has increased in programming that appeals to men. The CW has eight owned-and-operated stations, & current & pending affiliation agreements with 209 additional television stations encompassing 46 states, DC, & three U.S. possessions. CW is the largest U.S. broadcast network by population reach percentage. The current reach, as of 2019, is reported to be 1.7 million.

Program Sponsorship

Use our network to broaden your reach with a network sponsorship.
Choose a tier and reap the return on your investment!

Tier One

TIER I - \$50,000 Tier I Sponsors are acknowledged at the open and close of each airing of each episode for all 78 episodes over the course of a single season.

GSN will air two (2) 00:15 (15-second) corporate messages during each half-hour of 78 episodes over the course of a single season.

Tier Two

TIER II - \$25,000 Tier II Sponsors are acknowledged at the close of each airing of 39 episodes over the course of a single season.

GSN will air one (1) 00:15 (15-second) corporate messages during each half-hour of 39 episodes over the course of a single season.

Tier Three

TIER III - \$10,000 Tier III Sponsors are acknowledged at the close of each airing of 13 episodes of a designated program over the course of a single season.

GSN will air one (1) 00:15 (15-second) corporate message during each half-hour of each episode of the series.

The Going Vegan Travel and Food DocuSeries is a win-win for you, our animals, our water supply, and because your contribution can be tax deductible, even your company's bottom line!

How Can You Give?

We've worked to ensure that you can give using many different methods:

PayPal	GoingVeganShow@gmail.com
Zelle	GoingVeganShow@gmail.com
CashApp	\$GoingVeganShow
Bank Wire	Contact us for account information
Check	Contact us for proper receipt of funds

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