

SUMMER 2019

CORPORATE  
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KIT

*Going Vegan*

Travel and Food DocuSeries

Going Vegan  
Travel and Food DocuSeries  
c/o Generation Shifters Network  
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#Vegan  
#Nutrition  
#GoingVegan  
#TheLastExitBeforeTheToll  
#BuyAnyGreensNecessary

# About Going Vegan

Going Vegan is one of the television programs in the Generation Shifters Network family of shows.

The Generation Shifters Network is a television and film production company located in Atlanta, Georgia that specializes in producing socially conscious films and television shows. Generation Shifters is committed to having “Conversations That Matter,” and Going Vegan is no exception.

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

The two young ladies who host Going Vegan are in this group! Toni, an avid food junkie, and single mom has been in the corporate world for the past 13 years. Recent health concerns and stress levels were all indications that she needed to analyze and redirect her lifestyle and perform a complete overhaul of her food choices.

Michel, former Corporate Exec, turned Entrepreneur and Producer, is also a food junkie and has been vegan since the Summer of 2015. Since switching her diet, she has experienced tremendous improvements in her health and life as a whole.

Over the course of the 13-episode season, Michel utilizes her vegan principles and expertise as a major guide in introducing Toni to a healthier lifestyle. Together, the two create a fun and charismatic dynamic to educate the masses, while simultaneously allowing restaurant owners to gain more publicity, brand recognition, and traffic.

Going Vegan uses interactive humor and professional cooking presentations from participating restaurants to promote the great benefits of a vegan diet. The series creates an authentic experience for viewers, while providing an entertaining illustration of how to enjoy the journey of improving your health, happiness, and overall quality of life with their lovable, witty, and captivating personalities, and enlighten viewers on the numerous delectable options available to them.

Promoting healthy and beneficial lifestyle change and exemplifying values that encourage health, love, happiness, peace, fellowship, growth, integrity, unity, and most importantly, having fun while you live your life!

**Get Off Your Butt and Go Vegan!**

## 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 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.



Trinity Broadcasting Networks (TBN) is the world's largest faith-based, Christian, television network, with all 28 international networks reaching every major continent. Today, as the third largest broadcast group in the nation, TBN reaches every major continent via 78 satellites. TBN is available online around the world via the TBN global website, and on smart phones, iPads, and other mobile devices through TBN's exclusive online app.



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.



Christian Television Network (CTN) is a non-profit broadcast television network of small owned-and-operated stations that broadcasts religious programming on three different stations- CTN, CTNI, and CTN Lifestyle- with over 30 different call signs. Their reach is approximately 5 million viewers (2017) - as it is now available on DirecTV channel 376 and Dish Network channel 267/9399.



World Harvest Television (WHT) celebrates the life of faith by bringing the best Christian educational and informational programs to viewers in over 20 million homes on DirecTV, channel 367 as well as on digital broadcast channels on all their television stations. You can also access WHT on your smart TV, PC, laptop, or your mobile device.

# 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, the 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	GoingVeganTV@gmail.com
Zelle	GoingVeganTV@gmail.com
CashApp	\$GoingVegan
Bank Wire	Contact us for account information
Check	Contact us for proper receipt of funds

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