

KEYFRAME

ENTERTAINMENT

Keyframe fosters growth for Visionary Art, Transformational Festivals and DJ culture by supporting, promoting, and financing cutting-edge projects

We are chronicling an emerging culture with our projects

“A transformational festival is a counterculture festival that espouses a community-building ethic, and a value system that celebrates life, personal growth, social responsibility, healthy living, and creative expression. Transformational alludes both to personal transformation (self-realization) and steering the transformation of culture toward sustainability.”

Wikipedia article: Transformational Festivals

Why is Transformational Festival Culture important?

"Festivals have a HUGE OPPORTUNITY to facilitate action. They are the curators of these massive human gatherings. There is an opportunity to show people that we can go to these places and CELEBRATE but also to CONTRIBUTE, and co-create something bigger than ourselves."

The Polish Ambassador - Producer and Activist



What's the opportunity?

The culture acts as an incubator and catalyzer for the emergence of new:

- **Festivals that are now a growing business in the US and globally**
- **Styles of Electronic Music that later become popular in the mainstream**
- **Fashion styles that later come into the mainstream**
- **Experiential Technology that is tested and used by artists and participants**
- **Health, wellness focus of some of the festivals for the growing LOHAS community**
- **Conscious commerce, relevant merchandise, eco-friendly products, health food**
- **Media and social media explosion around this culture - conscious media**

“Music festivals aren’t just growing, they are globalizing.”

Univision article

“USA Festival growth has been huge since 2007”

Research suggests Electronic Music fans in the US are 13% more likely than average to attend a festival.“

IMS business report 2015

Our projects portfolio



Re-Inhabiting the Village: Co-Creating our Future is a multi-media resource hub co-created by an alliance of coalition partners contributing knowledge to foster thriving projects, organizations, and communities. It will launch as a multi-phased project with the publishing of a Printed Soft Cover Book, Ebook and companion Workbook in Summer 2015, followed by an interactive Online Platform featuring a Directory of projects and organizations who each have a piece of the holistic picture.



Over the course of 4 episodes, **The Bloom series** explores a dozen ingredients that create the alchemy of the Transformational Festival. Each episode illuminates three themes, explored through the potent moments, stories and interviews captured at 23 Transformational Festivals around the



Electronic Awakening is an ethnographic documentary film which investigates the spirituality of the Electronic Dance Music Culture. Director Andrew Johner lifts the veil on an underground spiritual movement that has developed within Electronic Music Cultures worldwide.

[Check out more projects and collaborations here](#)

Clients



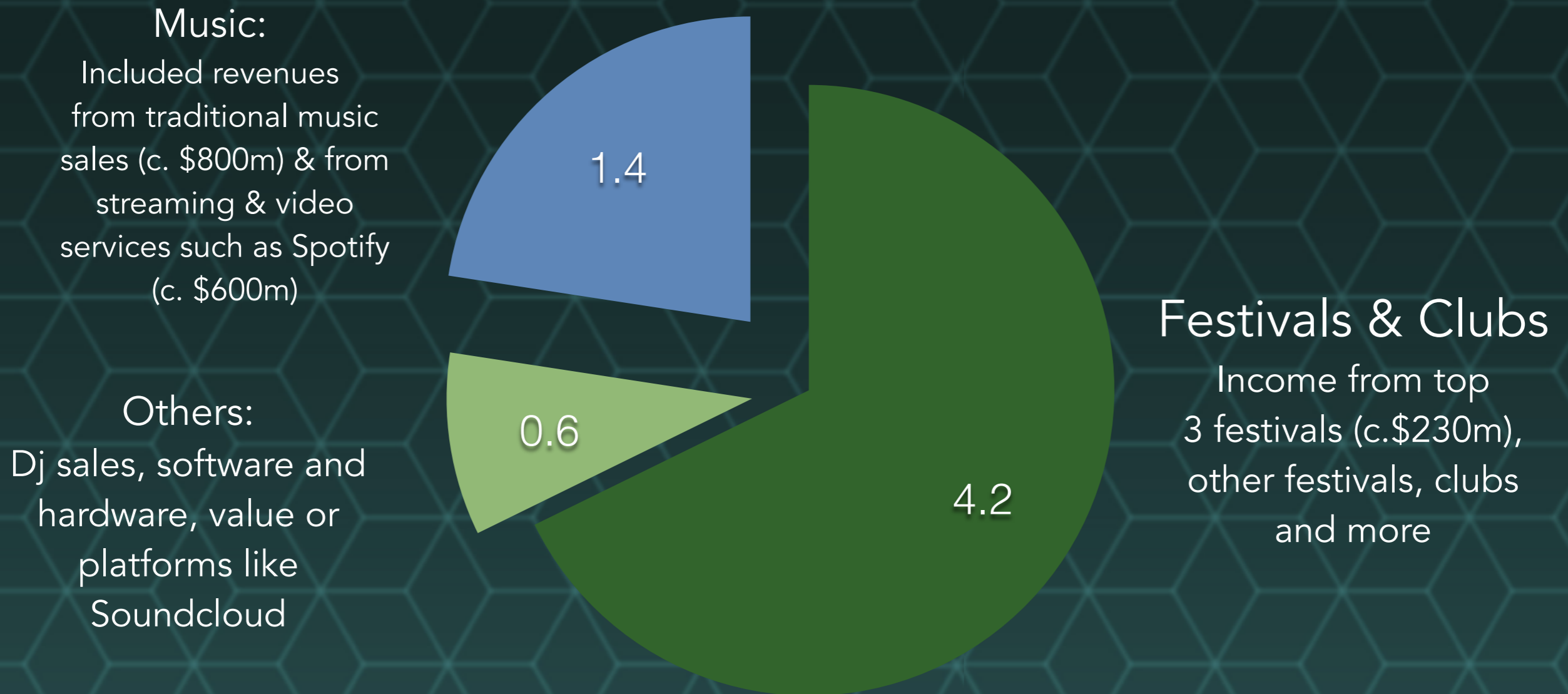


Estimated audience reach 1.5 MM+

The Electronic Music Culture Market

Global Electronic Music industry is now worth \$6 billion*

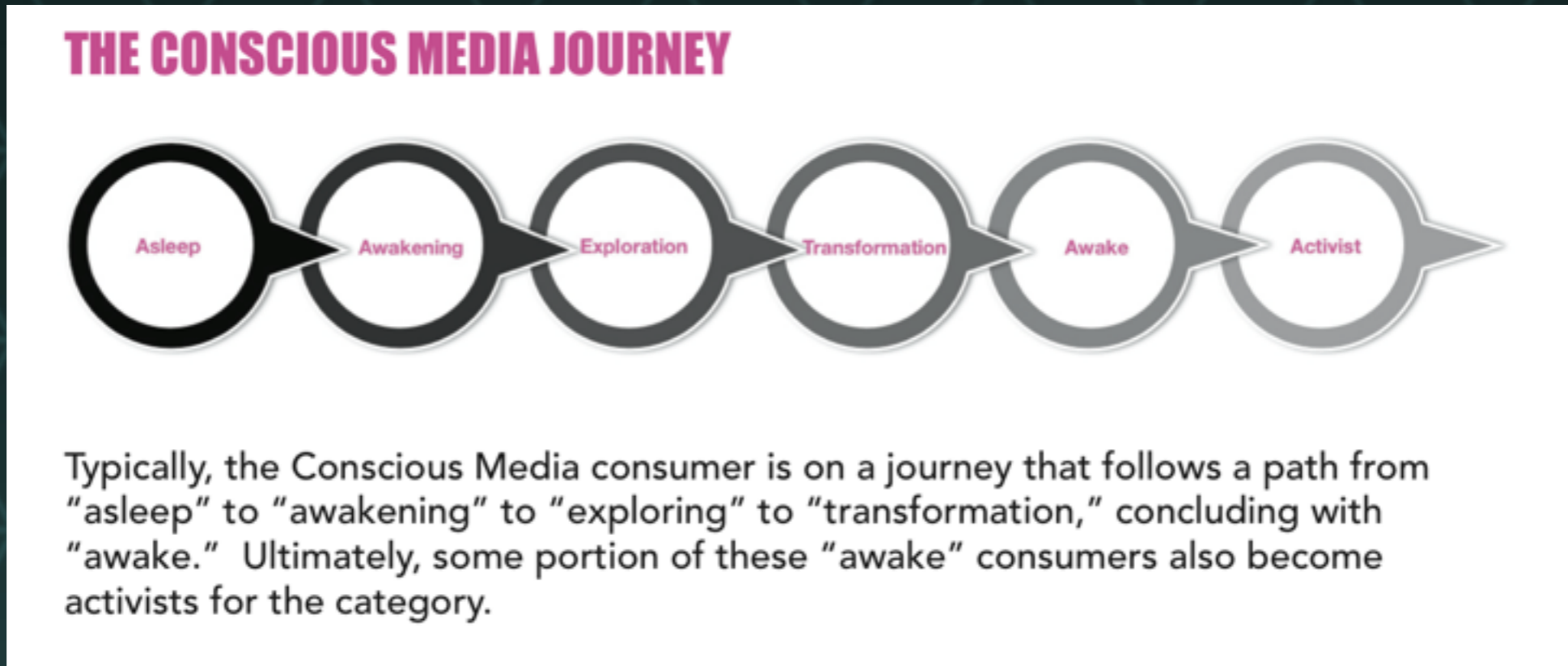
Electronic Music industry revenue by sector (2013/14)



*IMS Business Report 2014 by kevinwatson.net

The Conscious Media Market

Over 100 Million* People are Consuming **Conscious Media****



There are three key elements driving the explosion:

1. Major economic, social and cultural shifts
2. 30 years of established expertise & platform building by key players in the space
3. Internet and new media technology and distribution platforms

*source: Simmons Spring 2012 NHCS Adult Survey

**sparks&honey / gaiam.tv

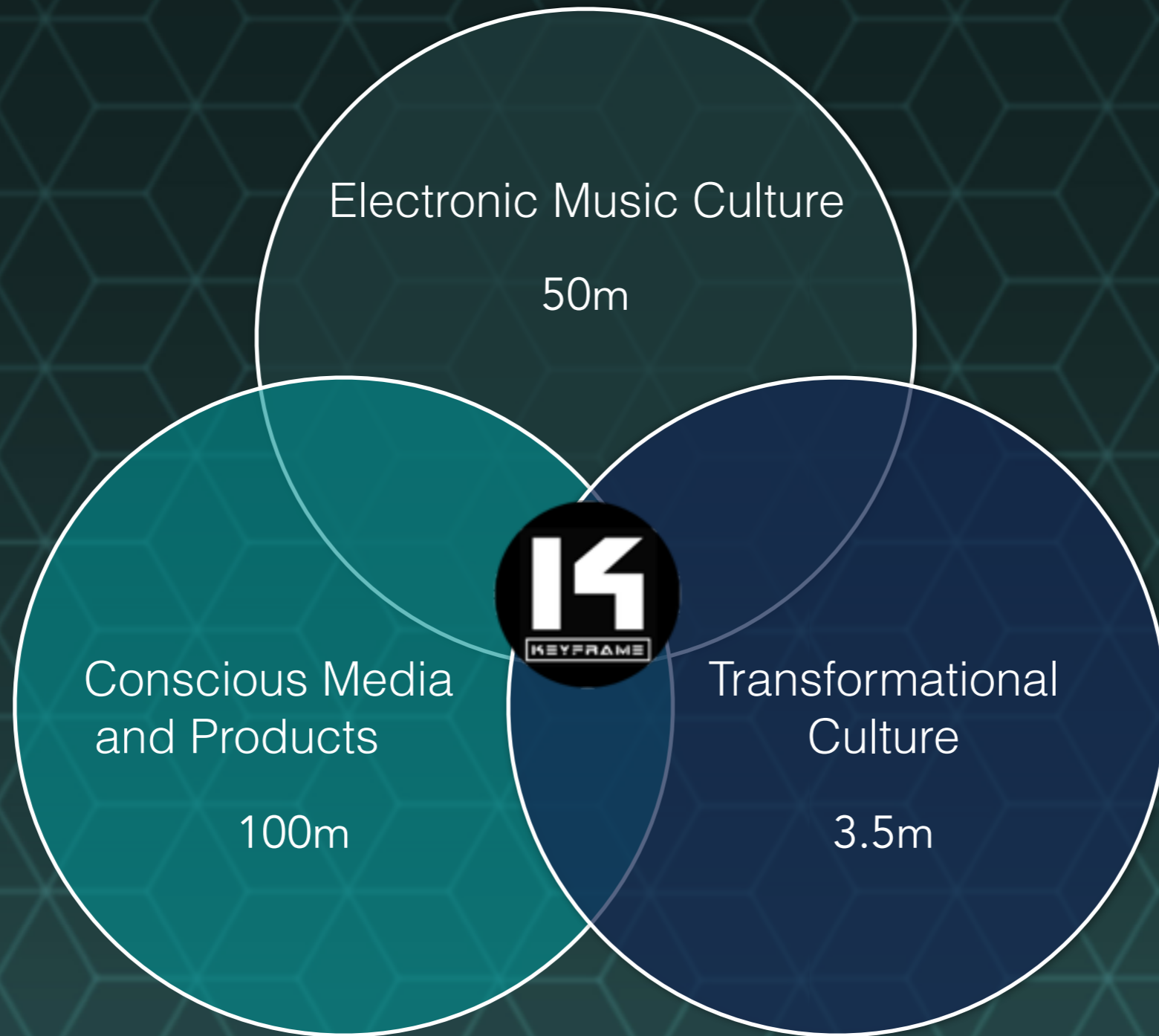
Global Conscious Consumers*

More than half (55%) of global respondents in Nielsen's corporate social responsibility survey say they are willing to pay extra for products and services from companies that are committed to positive social and environmental impact—an increase from 50 percent in 2012 and 45 percent in 2011



*Nielsen - doing well by doing good

Our Unique Positioning



Keyframe-Entertainment business model



Sponsorship Opportunity

1 year sponsorship	Culture Catalyst \$10,000	Culture Champion \$50,000
Full Keyframe product line	y	y
Brand Positioning within our network	y	y
Social Media Strategy	y	y
Partnership Matching	y	y
Marketing Services & Press Releases		y
Design & Brand Identity Consultation		y
Connection to cutting edge projects		y
Sector Introduction		y
Branded Entertainment		y

Team



Julian Reyes
Chief Executive Officer



Maya Zuckerman
Marketing Manager



Natacha Pavlov
Copywriter / Communications
Associate

Terra Celeste
film curation &
copywriting

Sofia Raisanen
copywriting

Kelly Smith
Social Media

Yoyo Bianchi
Graphic Designer

Ingrid Langner
Photographer

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What we are offering a corporate sponsor

- We are at the epicenter of a business, art, and cultural revolution
- We are looking for sponsorship to grow our team and support the creation of developing and ground breaking projects
- Your investment will help foster an emergent culture that is transforming the world for the better through art, activism, permaculture, civic engagement, festival culture and music

For info please contact:

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