

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."

<u>Univision article</u>

"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 cocreated 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



















Lucidity Festival ->

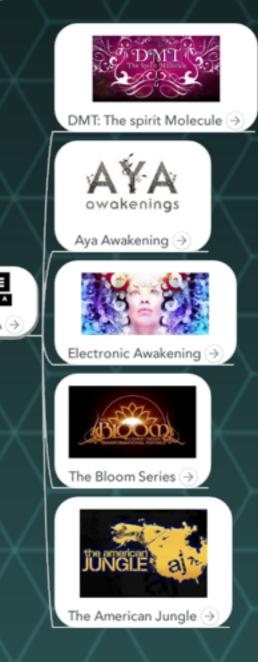
Dark Prophet (-)

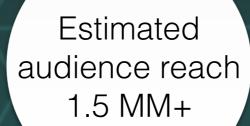


Alchemistas →

THE UNTZ.

The UNTZ →





The Electronic Music Culture Market

Global Electronic Music industry is now worth \$6 billion* Electronic Music industry revenue by sector (2013/14)

Music:

Included revenues
from traditional music
sales (c. \$800m) & from
streaming & video
services such as Spotify
(c. \$600m)

1.4

Others:

Dj sales, software and hardware, value or platforms like Soundcloud



Festivals & Clubs

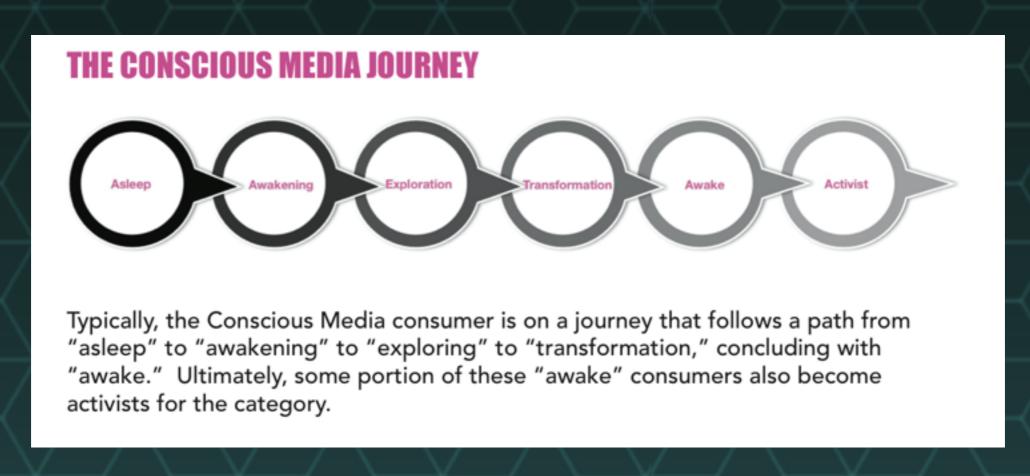
Income from top 3 festivals (c.\$230m), other festivals, clubs and more

4.2

*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

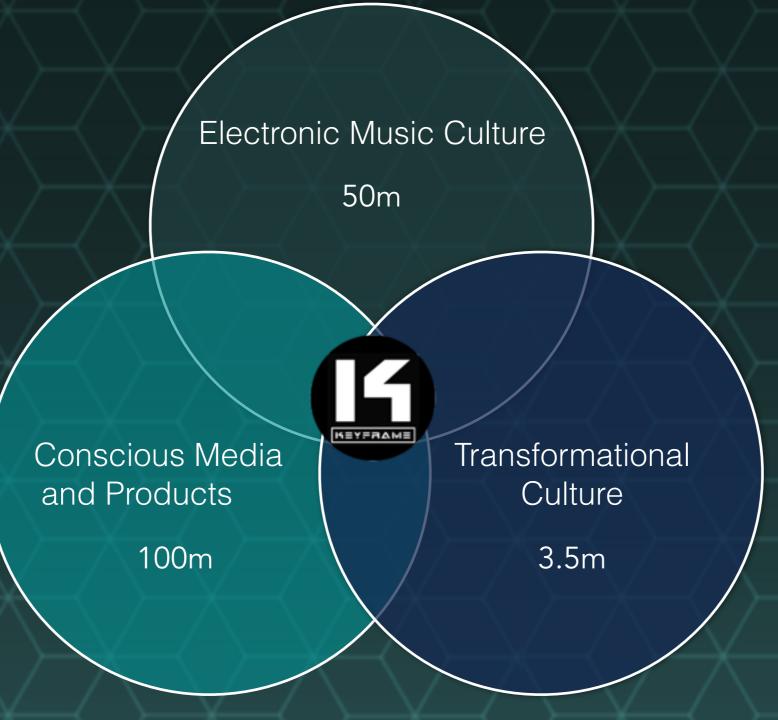
Global Conscious Consumers*

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



- Reality Sandwich
- Electronic Music Alliance
- Lucidity Festival
- The Lucid Planet
- The Bloom series
- Sol Purpose
- Tribal Convergence
- Digital Reign
- Starseed International
- The Untz
- DMT: The Spirit Molecule
- Visionary Art
- Transformational Festivals
- Festival Fire
- Roll Random



- Social media strategy
- Marketing & **Partnerships**
- Branding strategy
- Press Releases
- Public Realtions
- Foster transformational culture projects



KEY **RESOURCES**

- Offices & conference room
- Website partnerships
- Network built over 20 vears
- · Access to leading Artists, Music Producers, event and festival producers, filmmakers, visionary thinkers and trend setters, radio show hosts, blogs



VALUE PROPOSITIONS

- Business savvy with indepth knowledge of Electronic Music and Transformational culture
- Industry professionals with over 30 years combined experience
- Succesful track record of deployment of multimedia projects: film, music, crowdfunding, events and books
- Connections and networked with the movers and shakers of the community
- Connection to cutting edge projects



CUSTOMER RELATIONSHIPS

- · Personal work with our top tier clients
- Support of our clients past their engagement of us to benefit their growing communities
- Creating processes that will enhance every client's work process for the future



CUSTOMER SEGMENTS

- Djs, Producers electronic music
- Artist visionary, dance
- Filmmakers
- Transformational festival leaders
- Creative Industry



CHANNELS

- Social Media
- PRWEB
- Website
- Events
- Co-publications
- Partner blogs



REVENUE STREAMS

- · Private clients: marketing, branding, PR
- ROI from projects: Films, books, music
- Events



COST STRUCTURE

- Office space
- Salaries and contractors
- Internet hosting and office supplies
- Online marketing costs



Sponsorship Opportunity

| 1 year sponsorship | Culture Catalyst \$10,000 | Culture Champion \$50,000 |
|---------------------------------------|------------------------------|------------------------------|
| Full Keyframe product line | у | у |
| Brand Positioning within our network | y | у |
| 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 | | у |

Team



Julian ReyesChief Executive Officer



Maya ZuckermanMarketing Manager



Natacha Pavlov
Copywriter / Communications
Associate

Terra Celeste film curation & copywriting

Sofia Raisanen copywriting

Kelly Smith Social Media

Yoyo BianchiGraphic Designer

Ingrid LangnerPhotographer



ENTERTAINMENT

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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