



THE WORLD'S TRAVELING PARTY

CARNIVAL LIFE PITCH PACKAGE

BACKGROUND

International Carnival events already have a worldwide audience of over 100 million viewers.

Within the past 5 years, carnival events have exponentially increased since more public figures such as Nicki Minaj, Usain Bolt, and Rihanna have shown interest in attending. During this time, not only has the number of events increased but also the number of participants who have flown around the world to enjoy the experience.

The goal is to capitalize off the cultural parades by showing products and an exciting display of the people, music, dance, costumes, and festivities. Carnival Life TV has a high probability of success because "culture is the new demographic". Berning (2012) indicated that festivals geared towards local cultures and at the same time emphasize on social benefits are financially rewarding. Furthermore, it has been discovered that carnival festivals promote tourism. Based on consensus of Europe Festival in 2012, 35% of people attending these events are from an outside country (Berning, 2012). In other words, people are travelling far and wide to attend these cultural events. We have come to learn that many people do not feel patriotic towards their culture until they are reminded of it, and the carnival events help to reignite the passion for one's own roots.

PURPOSE

Carnival Life is a show that highlights annual Carnival cultural events that take place in different parts of the world and showcase traditional music, dance, and costumes.

The purpose of Carnival Life TV is to bring the audience a firsthand experience of the carnival events that occur every year. The goal is to provide our viewers with a culturally diverse program that is based around local traditions and Culture for each city that participates in the activities. With this new show, viewers will gain a greater appreciation for the cultural aspect of the festival while also becoming more enlightened on how different areas choose to celebrate. With this understanding will come in increase in attendance and popularity of the event which brings additional opportunities for profit



OBJECTIVES

- Increase the fame of carnival events targeting about 80% of the population aged between 15 and 65 years.
- Deliver diverse cultural aspects of carnival that would build excitement and preference to keep viewers motivated.

COMPETITION

To date, only two shows are similar to that of Carnival Life

BBC: The Culture Show

This show is broadcasted in UK and focuses on cultural news, music, visual fashion, art, film and performing arts

The Festival

This is a TV show known for vibrant cultural festival aired on TV3 in New Zealand. It shows cultural events such as Halo Festival, Diwali Festival and Hindu Holi Festival



PITCH

Carnival Life **A Reality TV Docuseries for Television**

Logline: The Carnival Life experience depicts the lives of its host, a young man as he travels the world on a quest for love, adventure, and sexy carnivals goes in culture rich cities across the globe.

Synopsis: "Carnival Life" fills the void that the audience has from not being a world traveler and living a carefree life. Each week they will visit a Carnival and share the experience while also experiencing the dramatic lifestyle of the host, a playboy host who leaves with a new girlfriend in every city".

Get inside the lives of Carnival people who live in the great cities across the world and learn what makes them tick. See them juggling the demands of daily life with the preparation for the greatest party for the year. Watch their assertive demeanor in planning the party. Participate in the late-night planning, juggling of the dancers, and the band rehearsals in preparation for the final competition.

Experience the best part of it all by partying in the clubs, ballrooms, and even in the streets. To increase audience engagement, the audience will be instructed to vote on a key moment of the Carnival experience in that episode via Twitter, Facebook, telephone, or web.

Sample Cities - Season 1

Rio de Janeiro, Brazil

Barranquilla, Colombia

Trinidad & Tobago

New Orleans, LA

Kingston, Jamaica
(Bacchanal)

Atlanta, Georgia

Berlin, Germany
Hollywood, CA

Toronto(Caribana)

Miami-Broward, FL

Sample Episode Structure

Intro to city with clips of famous landmarks and voiceover of narrator speaking about the city

Host is in new city, taking in the sights and meeting different people who are involved in the competition for the upcoming Carnival event. Interviews celebrities and locals who are part of event.

Host meets a woman(en) who are intrigued by his lifestyle and become his muse for duration of episode at clubs, parties, etc.

Episode concludes with actual footage of final parade and vote by viewing audience on some aspect of the show.

PITCH

Carnival Life A Reality TV Docuseries for Television

Logline: A group of sexy young men and women come together to travel and experience the world of carnival together. Throughout their quest to experience different cultures and engage in the Carnival lifestyle, drama is sure to unfold. Follow a close group of friends as they travel the world with Carnival as their backdrop.

Synopsis: Carnival has the vibrant energy to motivate and most importantly, attract a new audience on the yearly basis. As our program continues to evolve, we have connected with countless individuals with a passion for culture and artistic freedom. This generation is starving for the opportunity to prove their value with solid work and enjoyment from said labor. Imagine a group of young, sexy singles eager to embark on a new adventure. We are developing a group dynamic for Season 2 of Carnival Life. 8 young adults, 4 men and 4 women, living and traveling together in each of the 10 Carnival Cities. The dynamic is like previous hit shows such as: "The Real World" (MTV), "Jersey Shore" (MTV), "College Hill" (BET), and "Big Brother" (CBS) respectively. Our twist will feature all international Carnival locations along with our members of the cast performing in each festivity from start to finish.

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(Bacchanal)

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Sample Episode Structure

The process will begin as follows: arrival to the local airport, connecting with the local people, food tasting contests, drinking games, and cultural dance tryouts, along with many cultural exchanges. Next, our team will gear up for the annual Carnival with costume fittings and meetings with that nation's biggest artist and other popular figures to give their nation the proper recognition. Finally, the young Carnival revelers will party day and night in the streets of the city in full Carnival fashion, enjoying the food, parades and concerts. Imagine a group of millennials embarking on an international journey and going viral for the entire world to see. This is the Carnival Life!

For more information on Carnival Life TV, please refer to one of the following options:

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