

A GORILLA MILKSHAKE & MAGEE TV PRODUCTION

A 5 MINUTE WEBSERIES

OCTOBER 31ST, 2011

i kill

MONSTERS

ADVERTISING AND SPONSORSHIP PACKAGE

i kill MONSTERS

IKM PROFILE

LENGTH: 4x 5 minutes

GENRE: Dramedy and Horror

DEMOGRAPHIC:

The target demographic for I Kill Monsters is the 16-21 year old Male/Female horror, sci-fi fans, other wise known as “fan boys”. Avid viewers of Ghostbusters and anything Joss Whedon, our hardcore audience will be the Comic-Con and FanExpo regulars, both young and old, who are looking for something to fill the “Buffy” void. But I Kill Monsters is a show that doesn’t over play it’s maturity or underestimate the gravity of it’s themes, and will also reach the older, proactive viewer as well as the ever web surfing pre-teen looking for laughs and the next cool thing.

THE CONCEPT:

Legitimate to some, frauds to a growing many and social outcasts to everyone but themselves, the team at G&B Monster Agency, a low rent monster hunting business, are what you might call a dysfunctional “family”.

The team of misfits is lead by Go, a cynical glory hound, who has used his grandiose tales of monster slaying to gain international fame and a tiny, tiny fortune. Helping him in his quest is the trustworthy powerhouse Emmett “Voice-Box” Rhodes, Go’s partner, and consummate silent sidekick. The youngest member of the team is the tech-geek Piper, a twenty-year-old idealistic University intern. She was Go’s biggest fan...until she started working for him.

Although filled with constant bickering, G&B Monster Agency runs like a well-oiled machine. Positions are understood and Go’s leadership is almost always filtered by Voice-Box and questioned by Piper. It’s clockwork, childish and bizarre clockwork, but clockwork none-the-less. Monsters get killed, and the limited amount of cheques keep rolling in. But when Luke, a 25-year-old orphan joins the trio’s ranks in hopes of avenging his monster-murdered father, the team’s chemistry is quickly thrown out of whack, their faltering credibility takes a steep nose-dive and Go’s ego seems to get chipped by Luke’s eager “young blood” mentality.

With seemingly endless hordes of various monsters, the team must also deal with Police Chief Frank Sargeant, a man hell bent on discrediting the team and having them exiled from their home town of Bith County.

Despite their incessant bad luck, the team continues to move forward, saving the world one monster at a time. That is until the secrets of each character’s past is revealed and G&B’s light-hearted bond is gradually pulled thin.

Yet, in the face of their personal predicaments and the perpetually growing monster crisis, Go, Voice-Box, Piper and Luke are always the ones willing to answer the call, and in a world this strange, they may be our only hope for survival. God help us.

I Kill Monsters is ultimately the comical underdog story of four social outcasts who have finally found their place in the world, as unconventional as that place may be.

(PG.1)

IKM ADVERTISING AND SPONSORSHIP PACKAGE

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W. ikillmonsters.ca

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IKM PROFILE

MEET THE MONSTER KILLERS: (MAIN CHARACTERS)

The world of I Kill Monsters is chalk full of cult heroes, unusual villains, odd misfits and frightening monsters and here are four characters we think you should meet.

Goren "Go", 50

A world-renowned adventurer, monster killer, controversial pop culture figure and shameless self-promoter, Go is a "man's man" gifted with street smarts and is naturally a bitter and cynical individual. Yet despite his flaws, Go is ultimately a lovable goof with undeniable charm and when push comes to shove, Go is always there for others.

Emmett "Voice-Box" Rhodes, 28

Strong as an ox, yet gentle as a kitten; Emmet "Voice-Box" Rhodes is a walking, mute, dichotomy. Go has personally taken Voice-Box under his wing, teaching him everything he's learned about the occult and monster fighting. Essentially the "Robin" to Go's "Batman", Voice-Box is Go's most trusted friend, confidante, and ever-present sidekick.

Piper, 21

The quintessential brains of the operation, Piper is a spunky, strong willed, idealistic young woman whose individuality has often separated her from others. A pop culture junkie and child of the 80's, her love for Saturday morning cartoons and punk/indie rock music has turned Piper into an adorable, bubble gum chewing smart mouth. An intuitive talent with computer modification, her tech support ushers in a new way for the team to operate, making them more effective monster killers.

Luke Vander, 25

The orphaned son of a monster-murdered father, Luke, a genuine "Mr. Fix It", becomes the 4th wheel in the G&B tripod. A young spirit, he is eager to prove himself to the team and always stands up for what he believes in. Aiming the anger of his father's death at any monster he comes across, Luke isn't afraid to get his hands dirty, but as Go is quick to point out, he has a lot to learn.

ACTORS CURRENTLY ATTACHED:

Al Catlin (Debra! - Family Channel) • Jenny Raven (Majority Rules - Teletoon)

Kyle Buchanan (Dark Rising 2 - Black Walk Productions) • Siobhan Murphy (Men with Brooms - CBC)

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MEET THE MEN BEHIND THE MONSTERS: (CREATIVE TEAM)

Al Magee (Executive Producer)

A respected industry veteran, Al has created and produced hundreds of hours of innovative scripted and unscripted television content for domestic and international audiences. He recently completed his second season as Showrunner/Executive Producer of the CBC's flagship comedy series **Little Mosque on the Prairie**, a follow up to his three season sit-com, **The Smart Woman Survival Guide** for the W Network.

As the Creative Consultant to Showcase, he helped launch Showcase originals pop culture hits such as **Trailer Park Boys, Slings & Arrows, Kink, Kenny vs. Spenny, Billable Hours, Rent-A-Goalie, Webdreams, Show me Yours, Naked Josh, and Moose TV**. He has also collaborated on long form projects including **Savage Messiah, Dice, The Ride, and No Night is Too Long**. Magee also consults to numerous international broadcasters.

With over 50 feature film credits, Magee grew up as a writer and story editor on independent Canadian feature film break-outs like **Roadkill and Highway 61, Rude and Cube**. Recent projects include **Just Buried, Just Buried, Fido, Lucid, Who Loves the Sun and Poor Boy's Game**.

Under his banner Magee TV, multi-season hit series include **Design Rivals, Love by Design, Designer Guys** (with Westwind Pictures), **So Chic, Partydish, Fixing Dinner** (with Joe Media), international food success **Everyday Exotic** and the sneaky internet sensation **Night Chef**.

Dedicated to a thriving Canadian television industry, Al has lent his expertise to dozens of advisory committees and juries. Honored numerous times for mentoring emerging talent, he currently leads workshops for the CFC and the NSI.

GORILLA MILKSHAKE

Neil Huber (Director/Creator) & Desmond Sargeant (Writer/Creator)

After graduating top of their class from Sheridan College in 2006, award-winning filmmakers Neil Huber and Desmond Sargeant founded Gorilla Milkshake to continue their creative and collaborative style of work. Over the years, Gorilla Milkshake has produced the award winning short films **Dogstar, Patient and Guys Night**, the web-series **Andy and the Upside** (Official Honoree at the 15th Annual Webby Awards) as well as commercials and music videos for artists like **Vinyl Heart and Playdeaf**.

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IKM SPONSORSHIP

I Kill Monsters is seeking your sponsorship for the 2011 production and series premier date of October 31st.

As a sponsor your business will have an excellent promotional opportunity to target and reach the tech savvy and trend setting 16-21 year old Male/Female horror, sci-fi fans, other wise known as “fan boys” consumer demographic. Along with top-of-mind awareness, your involvement will create excitement and drive for a direct response to your company.

Please review our advertising and sponsorship packages, as we look forward to your partnership and involvement.

TITLE SPONSORSHIP (EXCLUSIVE) PACKAGE STARTS AT A MINIMUM OF \$25,000 AS THE TITLE SPONSOR YOUR COMPANY WILL RECEIVE:

- **Corporate logo to be incorporated into the series logo as Exclusive Sponsor and will always appear just above the IKM logo.**
- **Corporate logo prominently displayed on ALL promotional and marketing material**
- **Sponsorship mentions on media advertising (prominent stations in Toronto and surrounding areas)**
- **Sponsorship mention in all press releases and marketing materials**
- **Database of all IKM website members (name, title, mailing address)**
- **1 Website advertisement (displayed on all pages, dimensions TBD)**
- **Logo/link on the IKM website**
- **Logo on merchandise (apparel etc.) to be sold on the IKM site**
- **Logo inclusion on IKM Facebook page**
- **Product Placement (If Product- Prominently used or shown in at least one scene per episode, total of 4 episodes)
(If Service - Prominently faced/advertised in at least one scene per episode, total of 4 episodes)**

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SUPREME CORPORATE SPONSORSHIP (LIMITED) PACKAGES START AT A MINIMUM OF \$10,000 AS A SUPREME CORPORATE SPONSORSHIP YOUR COMPANY WILL RECEIVE:

- Corporate logo prominently displayed on promotional and marketing material
- Sponsorship mentions on media advertising (prominent stations in Toronto and surrounding areas)
- Logo inclusion on distributed posters and flyers (minimum of 2,000 flyers)
- Internet tile on website and in online event news letter
- Access to registration and mailing lists (upon request)
- Logo inclusion on IKM Facebook page
- Direct product inclusion in promotional give-aways
- Product Placement (If Product - Prominently used or shown in at least one scene per episode, total of 2 episodes)
(If Service - Prominently faced/advertised in at least one scene per episode, total of 2 episodes)

CORPORATE SPONSORSHIP PACKAGES START AT A MINIMUM OF \$5,000 AS A CORPORATE SPONSORSHIP YOUR BUSINESS WILL RECEIVE:

- Corporate logo prominently displayed on event promotional and marketing material
- Sponsorship mentions on media advertising (prominent stations in Toronto and surrounding area)
- Logo inclusion on distributed posters and flyers (minimum of 2,000 flyers)
- Internet tile on website and in online event news letter
- Logo inclusion on IKM Facebook page
- Direct product inclusion in promotional give-aways

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**INTERMEDIATE SPONSORSHIP PACKAGES START AT A MINIMUM OF \$1000
AS AN INTERMEDIATE SPONSORSHIP PARTNER YOUR BUSINESS WILL RECEIVE:**

- Corporate logo prominently displayed on IKM website
- Inclusion on distributed posters and flyers (minimum of 2,000)
- Logo in online event news letter
- Logo inclusion on IKM Facebook page
- Direct product inclusion in promotional give-aways

Don't miss this opportunity to build your brand and reach this elite audience. IKM also offers

CUSTOM SPONSORSHIP PACKAGES

IKM can work with you to build a dynamic sponsorship program designed to meet your goals and budget. Let us work together with you to develop an innovative sponsorship package that maximizes your visibility and recognition.

Be apart of the next online success and act now.

Thank You.

(PG.6)

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