



THE BIRTHDAY PARTY

Media Sponsorship Guide

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The Birthday Party is a new music, comedy, and culture variety show - designed from the ground up - geared specifically to today's media. It is raw, energetic, irreverent, funny, and often flirts with outright chaos. It's like a cross between Soul Train, SNL and Letterman for a hip 13-34 audience.

IT IS THE DESTINATION FOR TRENDSETTING CULTURE.

Imagine a high-octane mix of performances by today's most dynamic artists and musical acts surrounded by their friends in fashion, film and art - dancing, chatting and performing at the kind of urban loft party every kid in every small town dreams of joining.

A fleet of small, cable free cameras provides vérité coverage, capturing the thrill of being in the crowd, at the bar, in the bathroom line or dressing room - wherever the action is. - Alternating between live music, offbeat performances and interviews. The barriers between the artist and audience—live and online —are totally breached.

IT'S A MODERN DAY VAUDEVILLE SHOW FOR THE A 13-34 YEAR OLD MARKET.

The Birthday Party features a giant segment of modern culture rarely seen in mass media. Our audited research shows the audience is the 43 million Americans whose tastes aren't catered to on TV at the moment. They are well educated, highly employed and wealthy.

This audience is difficult to reach via traditional media but they respect brands that support their favorite musicians. **The Birthday Party** will collaborate with brands to create tailored promotions designed to fit the audience's tastes and maximize the massive social media reach of the talent.

The Birthday Party is never marginalized, exclusive, or manufactured.

It is about visually exciting artists playing at a party that viewers want to join.

And can. And will.



A Typical Show

Includes three musical acts playing 2 to 3 songs. Each song is bookended by unusual and performances by comedians, dancers, poets, circus acts and with casual interviews with the artists and their friends.

Think of the lineup of Coachella Festival or Bonnaroo Festival for an idea of some of the exciting acts on the show.



Where is it?

-Channel 25: NYCTV

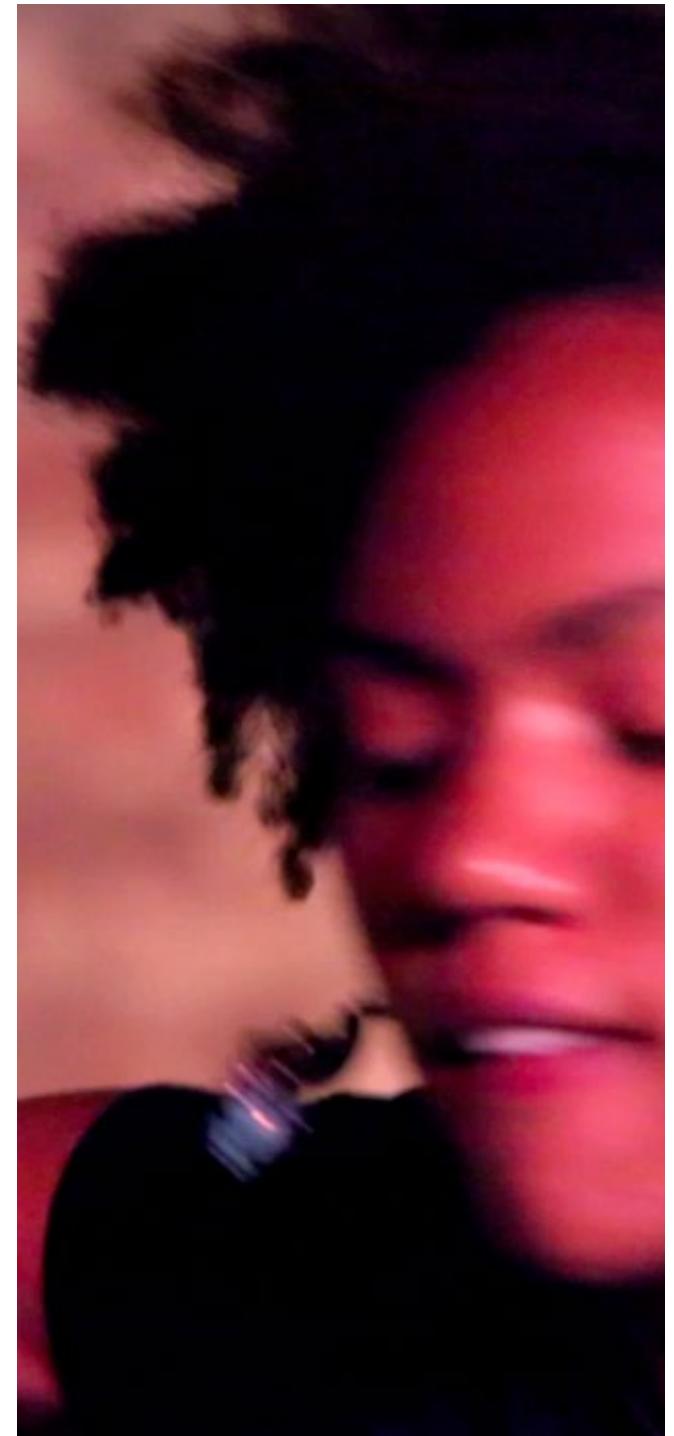
Available to the entire metropolitan market of 18 million via all cable, digital, satellite providers and over the air TV; 3 times per week and available online. Segments will be presented in NYC taxis and posters on bus stops, subway cars and other media placement spots.

-Moshcam.com A high traffic music Internet channel with an award winning mobile app, Hulu, Vevo and IPTV apps. Watched by tens of millions worldwide and gearing to be You Tube's main music aggregator.

-We are in discussions with other local PBS channels pending on airdates.

-It could exist on your brand's own websites or portals.

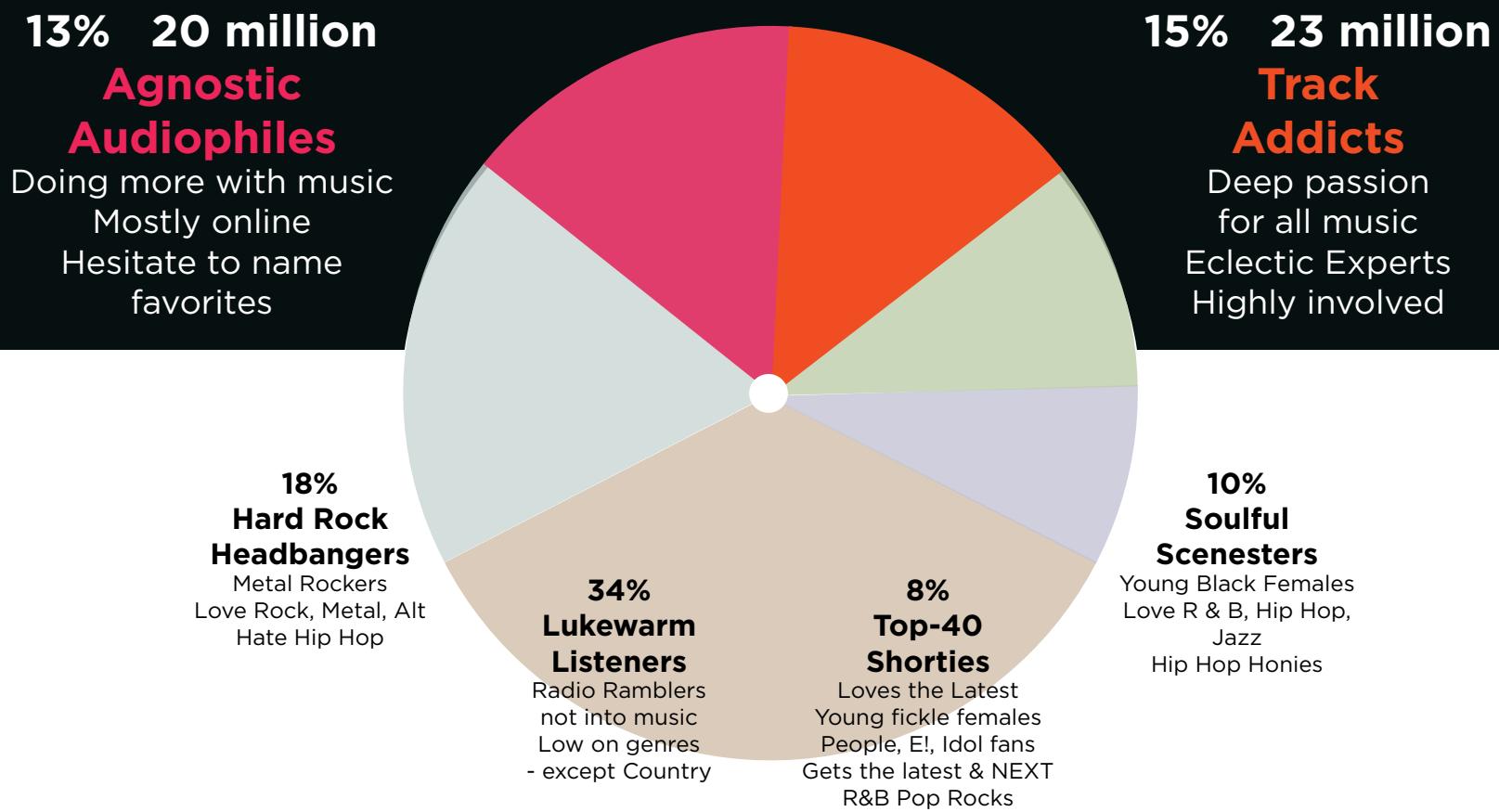
Moving the party online multiplies engagement possibilities for your brand—with behind-the-scenes clips focusing on the lifestyle secrets of artists and entourages tied to brand-centric viewer competitions, participation and user-generated content. Or cross promote special events with billposters, release viral out-takes, ad bugs on screen to lead the audience to other websites, etc.



Who's attending?

Our potential audience is the 43 million Americans whose tastes aren't catered to on TV at the moment. They are well educated, highly employed and wealthy and 40% are male

13-34. Diverse and tech savvy, they are influencers who want to watch and discover all that's happening in culture around the globe.



MUSIC AUDIENCE SEGMENTS

Who is the talent?

As well as today's hippest musical acts there are performances by comedians, dancers, filmmakers, writers, and anyone who has an interesting story to tell via their show.

For the musical acts, imagine the line up of a hot summer festival like Coachella or Bonnaroo. A cross-section of hip, exciting and influential music that people want to see, not just hear. The music that invokes passion in millions around the globe but yet is not covered properly on TV – yet!

A sample of some of the acts might be;

Jack White, Daft Punk, Yeah, Yeah, Yeah's, The National, A\$SAP Rocky, Tegan and Sarah, Phoenix, Vampire Weekend, Hot Chip, Tame Impala, Matt and Kim, The Strokes, Kendrick Lamar, MIA, Grizzly Bear, Palma Violets, Frank Ocean, Passion Pitt, Franz Ferdinand, Cut Copy, Dirty Projectors, Solange, The Black Keys, Youth Lagoon, Foxygen, Bjork, The xx, Grimes, Beirut, Mumford and Sons, Bat for Lashes, Beach House, The Oh Sees, etc, etc, etc.....

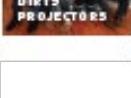
Massive Social Media Reach

Performers will leverage their social media reach to the hilt. They'll publicize their appearances on the show and using footage from the show to promote their own tours and other activities. Fans spend huge amounts of time socializing online.

See the numbers - Top Tier Headline Bands Chart on next page ■ ■ ■



SOME ARTISTS AND THEIR SOCIAL MEDIA REACH (FOR EXAMPLE)

		facebook 	Followers 	KLOUT 	YouTube 	myspace 	
	Daft Punk	9,660,024	77,812	69	Get Lucky Around The World One More Time	99,356,217 38,636,610 28,768,592	45,237,209
	Jack White	892,051	80,996	75	Love Interruption Sixteen Saltines Freedom At 21	6,769,637 6,235,038 5,010,132	20,235,201
	Kendrick Lamar	1,890,499	2,048,836	89	Swimming Pools Poetic Justice The Recipe	44,026,317 18,410,177 17,016,508	11,161,127
	The Strokes	3,165,234	248,158	87	You Only Live Once Under Cover Reptilia	17,573,699 15,741,539 14,244,135	31,789,132
	Yeah Yeah Yeahs	1,972,362	155,144	88	Heads Will Roll Maps Zero	50,308,136 17,239,271 6,764,585	41,369,213
	Vampire Weekend	1,935,660	183,968	86	A-Punk Cousins Oxford Comma	21,948,410 10,097,110 8,047,307	25,124,628
	The National	635,120	138,539	85	Fake Empire Mistaken For Blood Buzz Ohio	4,482,423 3,020,328 1,001,716	8,329,519
	ASAP	816,014	100,485	67	Purple Swag Peso Bath Salt	19,765,979 18,548,703 2,384,054	1,203,587
	Beirut	547,433	20,166	52	Elephant Gun A Sunday Smile Postcards	6,994,625 3,532,703 2,556,979	10,119,222
	TV on the Radio	325,963	27,601	81	Will Do Wolf Like Me DLZ	2,454,066 2,200,990 1,866,078	14,046,570
	Animal Collective	470,087	6,110	82	My Girls Peace Bone Fireworks	7,628,982 2,900,897 1,045,195	9,089,524

Why should your brand join the party?

This audience is almost impossible to reach via traditional media channels. They have little enthusiasm for the mainstream and are almost allergic to marketing and advertising. But they respect brands that support their favorite musicians. This is your chance to mingle with them on their terms and turf.

We'll collaborate with you to blend your brand into our audience's aesthetic with clever promotions designed to excite them.

Wrap your brand around the whole show as our Marquis Partner or work with us to target select brand-related segments and product placement.

Each episode will run an hour with hours of out takes to use elsewhere like websites, social media, YouTube etc. The bands will promote their performance on their own social media outlets (millions of "friends"), will have a grateful audience and will cost approx. \$150K per episode of a series.

Please ask to see a pilot episode or more information.
Contact Victor Van Vugt victor@therbirthdayparty.tv



The Creators

Show Creator - The Man Behind the Curtain

Grammy and Aria-nominated producer, Victor Van Vugt has sold tens of millions of records over a star-studded three-decade career. Working with Nick Cave and the Bad Seeds, Thom York, PJ Harvey, Cat Power, Kylie Minogue, Lee Scratch Perry, Depeche Mode, Sonic Youth and Chrissie Hynde, he's created a cultural legacy that continues to impact trends. Recently, Gogol Bordello and the Yeah, Yeah, Yeahs have benefited from Van Vugt's signature gift of discovering new talent, shaping their sound and styling them for million-selling success. The Birthday Party is Van Vugt's ultimate launch pad propelling today's hottest acts toward tomorrow's stardom.

Your Host

The show's host is the New York City nightlife legend and visionary, Jonathan Toubin (www.newyorknighttrain.com/about), who has a deep and vital connection to the music and culture it features. He is the man behind the fun-as-hell, world renowned Soul Clap and Dance Off parties, a musical curator par excellence, he knows all the artists personally and professionally.

The Writer

Chris Norris is a Boston-born, New York-based writer on rock, hip-hop, cinema, drugs, the media, pathologies, and the soul. As staff writer for SPIN (1999-2004), he was nominated for a National Magazine Award for feature writing, and as contributor to Rolling Stone, New York, The New York Times Magazine, his articles have been selected for Da Capo's Best Music Writing series and the New York University textbook titled Writing the Essay. He has also provided commentary for NPR's "All Things Considered" and co-authored the bestselling hip-hop Bildungsroman The Tao of Wu with Wu Tang Clan mastermind RZA, who describes him as "a student of philosophy, a very smart guy."

