

REAL PEOPLE. REAL SCIENCE. REALTIME.

PARTNERING WITH THE TIV2



Storm of Passion

FASCINATING FOOTAGE AND SAFE
CHASING EDUCATION FOR VIEWERS.

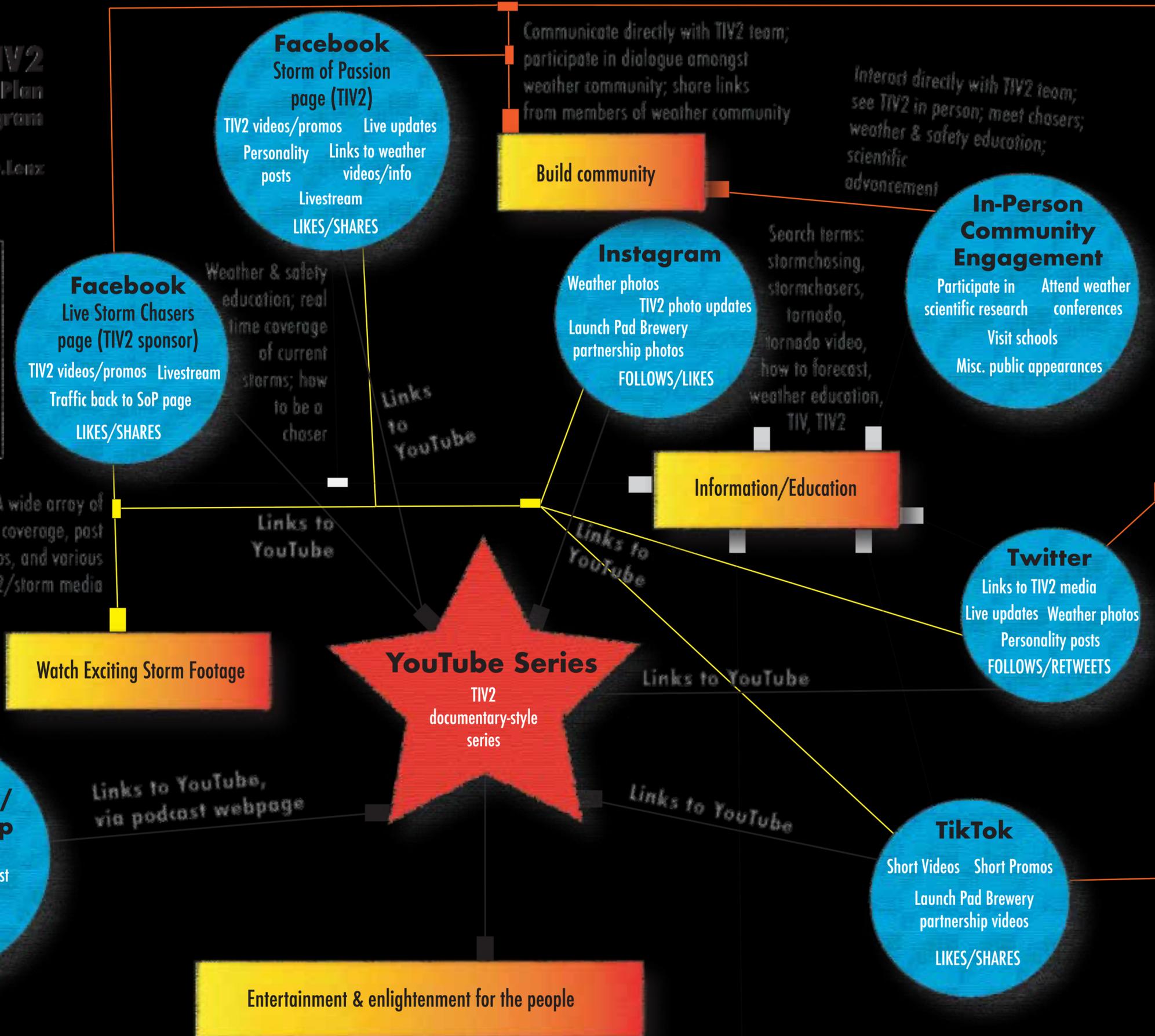
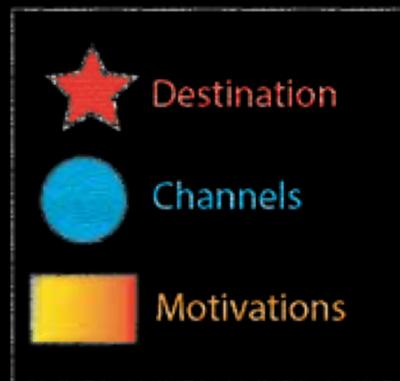
BUILT-IN AUDIENCE FOR TIV2.
POTENTIAL TO BUILD MORE.

EXTENSIVE BRAND
EXPOSURE FOR YOU.



TIV2
Multi-media Plan
Discovery Flow Diagram

D.Lenz



TRANSMEDIA A STRATEGY

- FACEBOOK
- YOUTUBE
- INSTAGRAM
- TWITTER
- TIKTOK
- PODCASTING

PODCASTING

**AppStore/
Google Play/
Podbean App**

Interview with
Brewski Reviewski podcast
(via partnership with
Launch Pad Brewery)

Links to YouTube
via podcast we

FACEBOOK

TIV2

Plan

gram

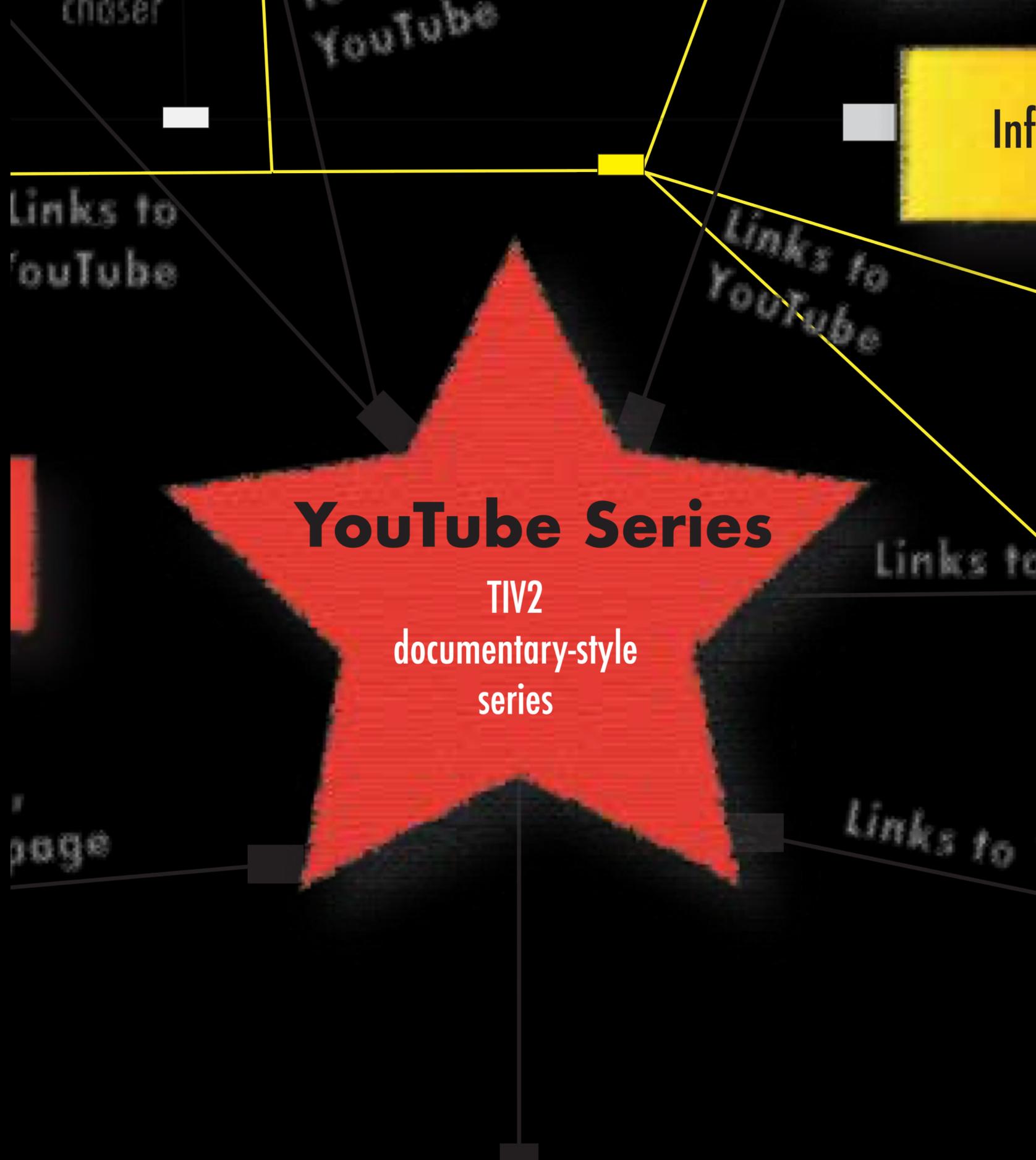
D.Letz



Weather & safety education; real time coverage of current storms; how to be a chaser

Links to YouTube

YOUTUBE



INSTAGRAM

Instagram

Weather photos

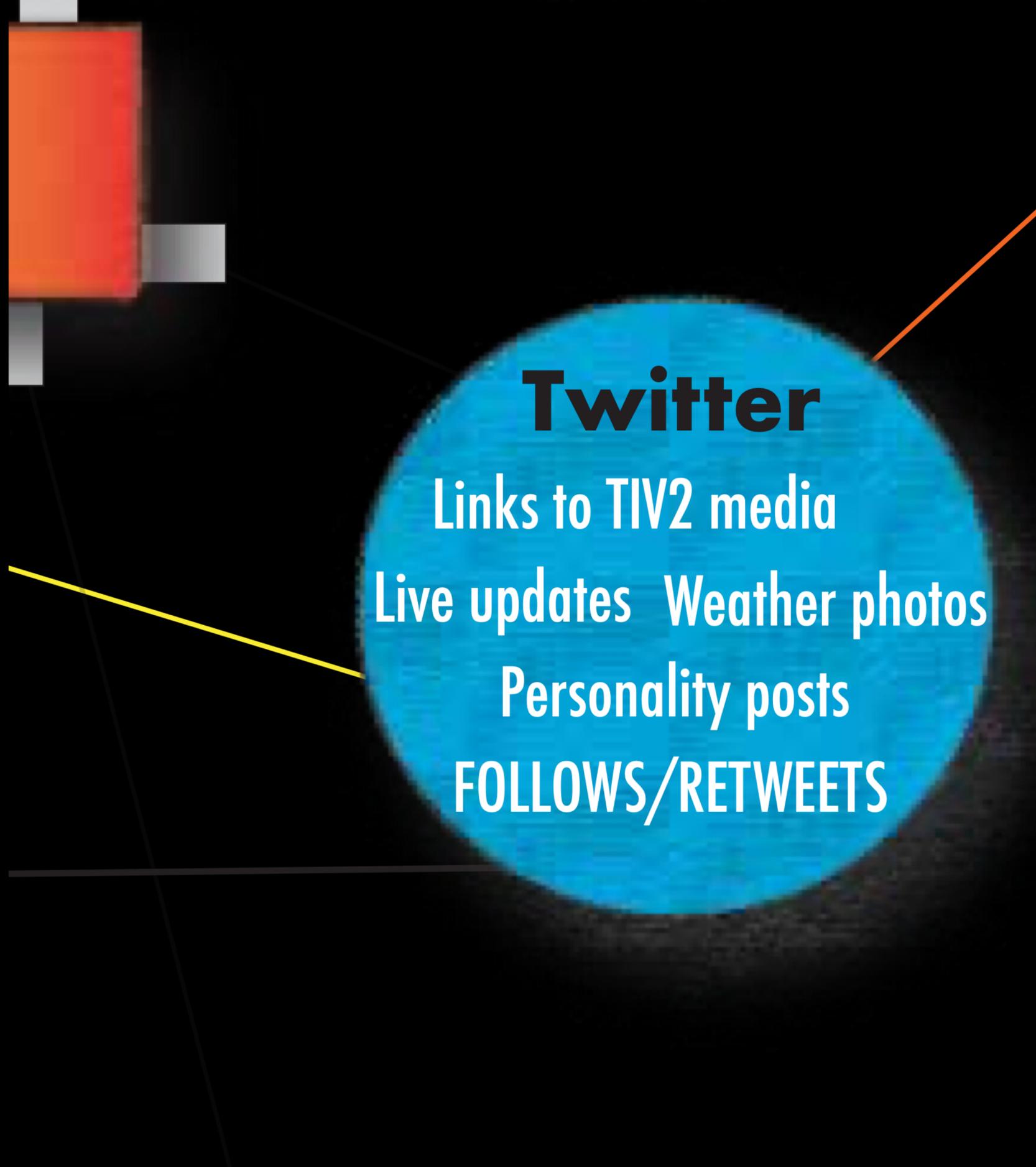
TIV2 photo updates

Launch Pad Brewery
partnership photos

FOLLOWS/LIKES

Search terms:
stormchasing,
stormchasers,
tornado,
tornado video,
how to forecast,
weather education
TIV, TIV2

TWITTER



TIKTOK

TikTok

Short Videos Short Promos

Launch Pad Brewery
partnership videos

LIKES/SHARES

COMPETITION

- TIV2 / STORM OF PASSION
- LIVE STORM CHASERS / TIV2
- REED TIMMER
- PECOS HANK
- MELANIE METZ

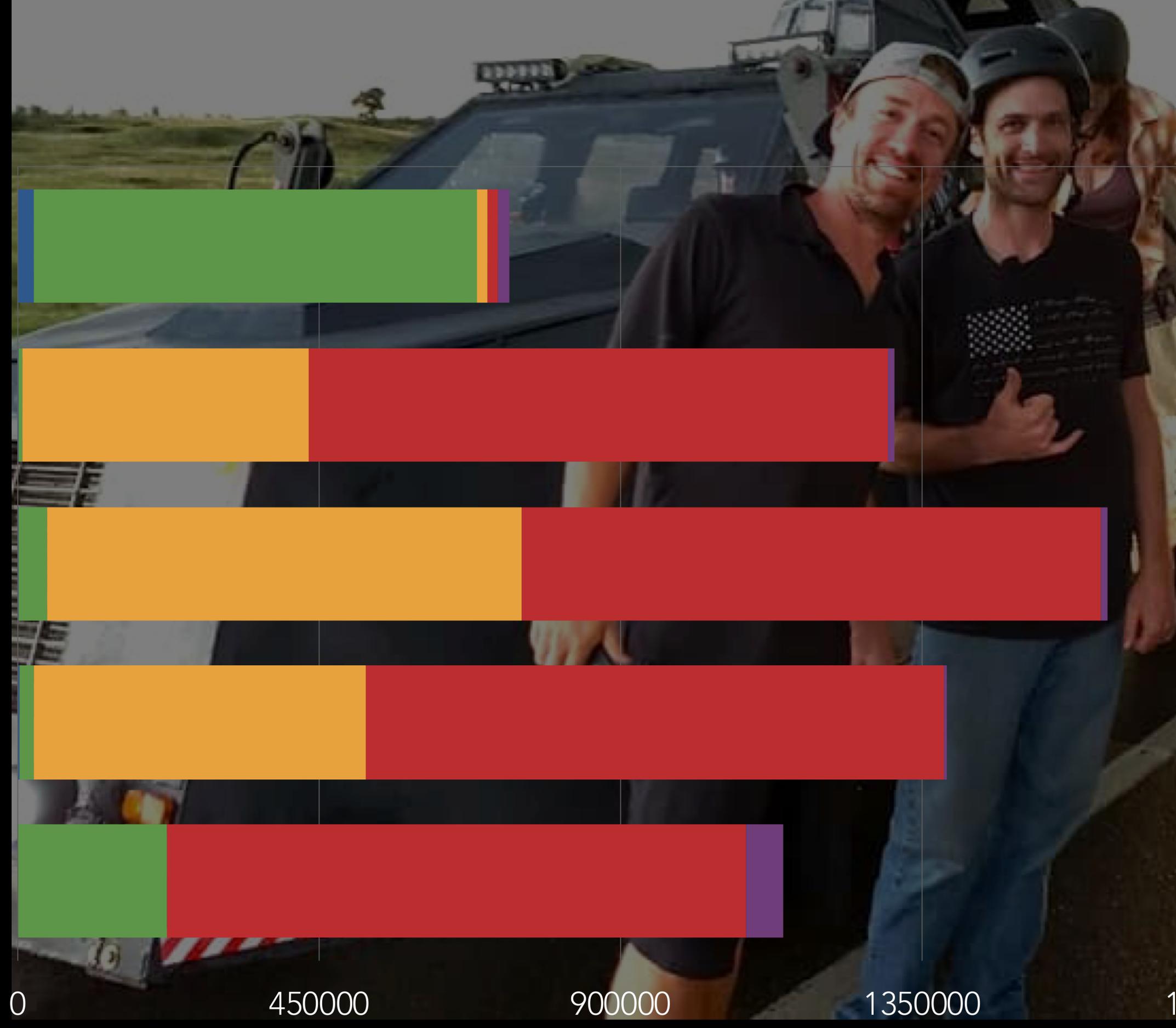
FACEBOOK

YOUTUBE

INSTAGRAM

TWITTER

TIKTOK



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RIGHT FOR SOCIAL
MEDIA.

RIGHT FOR YOU.

WHAT'S IN IT FOR YOU

- BRAND LOGO ON SIDE OF TIV2
- BRAND MENTIONS IN VIDEOS
- IN-PERSON VISITS FROM THE TIV2
- BEING PART OF SCIENTIFIC DISCOVERY - EDUCATION - ENLIGHTENMENT





WHY TEAM TIV2?

- DECADES OF CHASE EXPERIENCE
- DOCUMENTARY PRODUCTION EXPERIENCE
- DEDICATION TO SAFETY & EDUCATION



\ RESOURCES / \ TIMELINE /

- RESTORING TIV2: \$20K+
PRODUCTION/POST: \$10K+
- FEBRUARY 2022:
ALL SOCMED CHANNELS UP & RUNNING;
LAUNCH NEW SEASON PROMOS, MINI
DOCS
- MAY 2022:
CHASE SEASON BEGINS; STEADY STREAM
OF LIVE CONTENT, INTERVIEWS, MINI DOCS
- FALL 2022:
LAUNCH EDITED EPISODES - CHASE SERIES



LOOKING AHEAD

- BEST-CASE SCENARIO:
 - * NATIONAL/INT'L SALES +
 - * NATIONAL/INT'L INTEREST IN COMPANY +
 - * BRAND SYNONYMOUS WITH SAFE/RESPONSIBLE STORMCHASING & ADVENTURE
- REALISTIC SCENARIO:
 - * LOCAL/REGIONAL SALES +
 - * COMPANY CONTRIBUTES TO SCIENTIFIC KNOWLEDGE/EDUCATION
 - * BRAND EXPOSURE BOLSTERED BY ASSOCIATION WITH FAMOUS CHASE VEHICLE
- WORST-CASE SCENARIO:
 - * SALES REMAIN THE SAME
 - COMPANY, EMPLOYEES & PATRONS ENJOY HANGING OUT WITH TIV2 IN PERSON

BRAND EXPOSURE. BRAND ASSOCIATION. BE PART OF SOMETHING GREAT.

PARTNERING WITH THE TIV2.

