

SwaagTV Invites Filmmakers of African American Films and TV Shows to Participate in Our Revenue Share Program and Receive Monthly Commissions

Chicago's First And Only 24/7
Local Black Broadcast, Cable,
And Streaming TV Station

SWAAGTV

Airing on Broadcast, Cable
Television and popular
Streaming platforms

Dear Filmmaker,

SwaagTV is a new local television station that is launching as Chicago's First and Only 24/7 Local Broadcast Television Channel created to serve the African American Community with news and entertainment programming. We are currently acquiring African American targeted content for our broadcast television station in Chicago. SwaagTV invites Filmmakers of African American targeted content to participate in our Revenue Share Program (RSP).

Now is a great time to submit your films to SwaagTV.

According to Nielsen research, African Americans are avid TV viewers, spending over 50 hours per week watching TV. The overlooked opportunity in media is the absence of LOCAL Television Stations that Serve LOCAL African American Communities Anywhere in America. We will fill the void with SwaagTV which will launch on a free over-the-air broadcast channel, key cable systems, and streaming platforms geo-targeted for Chicago.

SwaagTV offers independent filmmakers of African American targeted content an opportunity to present their shows on television in Chicago, the 3rd largest market in America, and RECEIVE MONTHLY COMMISSIONS BASED ON THE ADVERTISING WE SELL IN YOUR SHOW EVERY TIME IT AIRS. You provide the show. SwaagTV manages the sell and placement of all advertising.

HOW IT WORKS

The SwaagTV Revenue Share Program (RSP) includes an escalating scale of commissions that are paid based on:

1. The cumulative number of program hours that you supply and we air each month.
2. Percentage of the revenue generated from advertising we sell in your show.
3. Commissions from advertising are paid each time programs air.

| Level | Qualifying Volume Of Program Hours Supplied | Filmmaker % Net Commission (After 15% Advertising Agency Commission, when applicable) |
|-------|---|---|
| A | 2-50 Hours/Month | 10% |
| B | 51-99 Hours/Month | 20% |
| C | 100+ Hours/Month | 25% |

Example: The rate paid by local advertisers for commercials placed in your show each time it airs will determine how much you make. **There are approximately 280 X :30-second commercials in 10 hours of programming.** If all spots in your shows are sold at an average rate of \$100, you would receive **\$2,380/MONTH** at 10% commission. That's **\$28,560** over a year for a minimum of 10 hours of content airing one time each month. Shows are aired multiple times. If all 10 hours air twice, that amount would double to **\$57,120** for the year, etc.

Email a cover letter and link to your film on Vimeo, YouTube or
any other video streaming or download site to Submissions@SwaagTV.net.
Include contact email, phone, mailing address and the running time of the submission.

SUBMISSION INSTRUCTIONS

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The logo for SWAAGTV, featuring the word "SWAAGTV" in a bold, white, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance as if it's floating above or attached to the orange background.

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HOW TO SUBMIT:

SwaagTV is interested in all genres of programming. Email a cover letter and link to your film on Vimeo, YouTube or any other video streaming or download site to Submissions@SwaagTV.net.

Your cover letter should include:

- Title and a brief synopsis of the project;
- Total Run Time for each show
- Cast list, including director and all producers (with brief bio's if available);
- Your contact information;
- Your connection with the project;
- List of any other notable attachments to the project;

The SwaagTV Submission team will generally respond to submissions within 21 business days of receipt.

AGREEMENT: Upon acceptance of your program(s) for airing, SwaagTV will submit a separate Revenue Share Program Agreement for your approval and signature.

REQUIREMENTS: We do not accept works-in-progress. All content must be complete, shot in high definition & produced professionally. Programs must be broadcast quality, TV friendly, and FCC compliant.

The SwaagTV Advantage

SwaagTV is an actual 24/7 broadcast television station that airs in Chicago on a local channel and cable systems. As a local station in the 3rd largest market with 3.5 million television households, we provide advertisers the program audience flow and scale they require to reach large audiences. As opposed to VOD platforms, we are not dependent on advertising revenue that is randomly placed within programs based on 3rd party algorithms. **We have our own professional sales staff in the market every day generating revenue and managing the placement of advertising within the programs we select to air on our station.**

SwaagTV is borne from the vision of CEO Joseph Sanchez seeking to fill the void of African Americans being the only major ethnic group in America without Local Television Stations to serve our communities. Joseph is a Successful Media Professional with more than 35 years of experience serving in management and sales positions for television, radio, and print. Joseph has a Bachelors in Advertising Management from Drake University in Des Moines, and a Master of Science in Advertising from the University of Illinois in Champaign-Urbana, Illinois.

If you have any questions, feel free to contact:

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