

# 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. Films accepted throughout the month of November qualify to receive Double Commissions.**

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 4th quarter 2019 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 Much Money Can You Make?

The **SwaagTV Revenue Share Program (RSP)** includes an escalating scale of commissions that are paid based on the volume of content you supply each month. The more program hours you provide, the higher the commissions you receive as shown in the table below:

### **NOVEMBER 2019 CONTENT SUBMISSIONS WILL RECEIVE DOUBLE COMMISSIONS!**

Qualifying Monthly Volume Of New Program Hours	Filmmaker % Net Commission (After 15% Advertising Agency Commission, when applicable)	NOVEMBER SUBMISSIONS QUALIFY FOR HIGHER DOUBLE COMMISSION!
2-25 Hours/Month	<del>5%</del>	<b>10%</b>
26-50 Hours/Month	<del>10%</del>	<b>20%</b>



**Example:** There are approximately 280 X :30-second commercials in 10 hours of programming. If every spot is sold at an average rate of \$100, **you would receive \$2,280/MONTH in commissions BASED ON OUR SPECIAL 10% DOUBLE COMMISSION RATE FOR NOVEMBER SUBMISSIONS** (after 15% ad agency commission). **THAT'S \$28,560 OVER A YEAR! COMMISSIONS WOULD BE MUCH MORE AT A HIGHER SPOT RATE!**

**SUBMIT YOUR SHOW NOW TO QUALIFY FOR OUR SPECIAL NOVEMBER DOUBLE COMMISSION!**

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

# SUBMISSION INSTRUCTIONS

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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](mailto: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:**

**Joseph F. Sanchez, SwaagTV LLC, Founder/CEO**  
**Email: [JosephSanchez@SwaagTV.net](mailto:JosephSanchez@SwaagTV.net) Phone: 312-879-9916**