

# The Chatham Torch

Community In Action

www.torch.buzz | torch.buzz@gmail.com | 519-917-1305



To whom it may concern,

The Chatham Torch is an online newspaper covering Chatham and the rest of C-K. All our stories are presented as short videos. We are your only all-video local news source and advertising platform. The wind-blown torch in our logo symbolizes our commitment to equality, community and leadership.

The Chatham Torch explores a wide range of topics including business, agriculture, the arts, sports and human interest- always locally, always keeping our inquiries respectful and adhering to the highest standards of journalism. We capture stories in action and get to know the people who tell them.

We deliver our content to a local, engaged audience using social media and our website and reach thousands every month. Our experienced video journalists get out into the community to explore current pressing issues as well as the best and the brightest of Chatham-Kent. Our mission is to enrich positive civic discourse and connect our community by documenting and sharing the experiences of our neighbours.

Our daily documentaries contain ad spots and other advertising tools which we use to communicate our sponsors' messages. We always seek to match our sponsors marketing goals to the subject of our content so that we can provide a targeted advertising solution. Our videos reach local customers on their terms as well as delivering your ad. This strategy helps us use our social media reach efficiently and deliver your message where it will be most effective. The advertisements we put in our videos are custom made by local and experienced commercial videographers and graphic designers.

Find our work at [www.torch.buzz](http://www.torch.buzz) or with #torchck. Our focus is on short documentary and news but we also offer livestream programming and creative content development. Visit our website to find out more and illuminate your advertising strategy with custom made new-media.

Sincerely,

A handwritten signature in black ink that reads "Wesley McDonald".

Wesley McDonald

Founder, Executive Producer  
Candlebox Productions  
The Chatham Torch  
[www.torch.buzz](http://www.torch.buzz)

### **Presentation Partnership:**

- Placement of your ads in a weekly 3 to 5-minute documentary video
- Creation and delivery of a custom 30-second video advertisement
- Creation of a 5-second animated sponsor card
- Creation of a custom 10-second video banner advertisement
- A monthly targeted reach of approximately 10,000
- Custom content development

**1-Month Commitment \$650<sup>+hst</sup>/month (4 videos over 4 weeks, subtotal \$650.00<sup>+hst</sup>)**

**3-Month Commitment \$550<sup>+hst</sup>/month (12 videos over 12 weeks, subtotal \$1,650<sup>+hst</sup>)**

**12-Month Commitment \$450<sup>+hst</sup>/month (46 videos over 46 weeks, subtotal \$5,400<sup>+hst</sup>)**

### **Livestream Premium Placement Partnership:**

- Livestream multi-cam audio-video production of 2 hours
- Creation and delivery of a custom 30-second video advertisement
- Seven 30-second video ad spots
- Six 65-word ad script spots
- Premium logo placements
- Replay tickertape message placement
- Delivery of video clips and additional video assets

**1-Event \$560<sup>+hst</sup>**

**4-Event Commitment \$1,680<sup>+hst</sup> (4 Weekly Events @ \$420.00<sup>+hst</sup> each)**

**12-Event Commitment \$4,440<sup>+hst</sup> (12 Weekly Events @ \$370.00<sup>+hst</sup> each)**

### **Livestream Music Concert (3-4hrs):**

- Creation and delivery of a custom 20-second video advertisement
- Creation of a 5-second animated sponsor card
- Creation of a sponsorship rolling ticker tape
- Placement of these ads in a monthly livestream music performance
- Talent booking and promotion
- Complete creative programming and set design
- Production of additional pre-recorded video content
- Livestream multi-cam audio-video production

**1-Event Commitment \$1,629.00<sup>+hst</sup>**

**3-Event Commitment \$4,575<sup>+hst</sup> (3 Livestream Concerts @ \$1,525.00<sup>+hst</sup> each)**

**12-Event Commitment \$14,460 (12 Livestream Concerts @1205.00<sup>+hst</sup> each)**

### **A Promise to Our Advertisers**

The Chatham Torch will maintain a bond of integrity with our advertisers by consistently delivering communities of engaged viewers. Our content will always illuminate themes that support our advertisers' messages, connect our community and exceed the expectations of our audiences. Quarterly performance reports are available upon request.

### **What's Next?**

First, we identify your marketing goals. What is your message and who should receive it? What should be the results? Then, we design and make a 20 second video advertisement. This ad will carry your message directly to the audience. It will be carefully crafted to match your vision and accomplish your marketing goals.

Then, we must design the type of video content that will carry your ad. What kind of themes would contrast or illuminate your message while simultaneously attracting the right audience? It may be a series of short documentaries, livestream events or something else unique. We can suggest various types of video content.

For example, if an urban craft brewer wants to grow their rural customer base, we would design a video series that appeals to the rural beer consumer, and insert a short effective ad into those short documentaries. We might produce a series about the cultivation of hops and barley in order to connect beer and farming, or we might produce a series about the challenges of modern farming and not mention beer at all. Each is effective in a unique way. Each will contain your 20 second video ad. Each will change your customers' perception of your brand.

Last, we choose your schedule. When should your video campaign begin and end? Should it be published weekly or on another schedule? How will the content design influence the publishing plan? How will your business strategies influence the publishing plan? Is there a most suitable day of the week? There are dozens of factors to consider when scheduling publication.

The Chatham Torch harnesses the relationship between advertising and content so that you can manage your brand's identity with precision, using the best video tools available. Thanks for your consideration!

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