

LOSING PATIENCE

SEASON 2: PITCH DECK



LOGLINE

Losing Patience is a web series set in Kingston, Jamaica following the various adult-ing misadventures of its beleaguered protagonist Renee Patience, played by singer-songwriter Sevana.

THEN

SEASON ONE OVERVIEW

Season 1 of **Losing Patience** premiered on July 9th on Jamaica's number one free-to-air television station *Television Jamaica*. Following its two-part, two-week premiere, **Losing Patience** went live on its own Vimeo channel and to this date has over 24,000 views. With over 50% of viewers coming from the United States, **Losing Patience** also had viewers from Germany to South Africa and the Netherlands to Japan.

Through a small but engaged following across the top 3 social media platforms, **Losing Patience** remains connected to its fanbase, a supportive group who continue to share and view from across the world.

Losing Patience has also signed a licensing agreement with the content subscription service, *Black & Sexy TV*, and all 4 episodes are also available on its platform and will be available to all their subscribers by the end of 2017.

SEASON 2 SYNOPSIS

Kingston city, a complicated melting pot of class & personalities bubbling together... and also apart. **Losing Patience:** Season 2 takes us back to this urban melange through the lens of its main character, the hard pressed but unyielding Renee Patience.

Still a (very) mini web series, these 4 new episodes delve deeper into the culture of circumstances where "other people make life hard", capturing the slow, frustrating decline of Renee's career while giving viewers a quick peek into her personal life.

New characters, some old favorites and another batch of relatable challenges will open up our understanding of what it is to be young, black and female in modern day Jamaica.

EPISODES

HOUSEKEEPER FOOD

Posh parties and the (mostly) insufferably people who attend them.

- *There are opportunities for product placement throughout with the various partygoers as well as a prime setup that features our lead at the bar.*

PRETEND BUSY

To avoid work while at work you'll need a good prop & strong legs.

- *An office setting where commercials could play on the lunchroom TV.*

ENOUGH

The homebody endurance test is a Friday night in Kingston.

- *Exteriors of a club location allow for branding/signage. There's also possible product placement while our lead has a late dinner at home.*

THE NIPPLE HAS NO MASTER

Bosses, supervisors and the unquestionable certainty of a 2 letter sentence.

- *Exteriors of the office parking lot can frame in a delivery truck or some other branding visual in the background.*

SOON COME

SEASON TWO EXPECTATIONS

Season 2 of **Losing Patience** will reengage its core audience of females 18 to 35. More specifically, those who identify with the Black and/or Caribbean diasporic experience. This demographic has been a significant force in online content's current marketplace as the voracious consumers of and touchstones for most digital programming. They are an independently minded collective who use their time, money and voices to enrich their families, communities and each other.

In its ethos, **Losing Patience** speaks directly to this group. The show's representation of Black women both as leading ladies on screen and behind-the-scenes, celebrates and exemplifies Black female ambitions all over the world.

As the tastemakers of today, Black women are demanding more representational content and mega-media giants are listening. After the huge success of Black female led TV-Shows like HBO's **Insecure** and the blockbuster hit **Girls Trip** (which grossed over USD \$130,000,000 worldwide), content providers are making moves to continue developing and optioning more material geared towards Black women.

Also of note are the number of Jamaican stories currently in development for and by the international market. Namely, Amazon's upcoming episodic adaptation of Marlon James' novel, **A Brief History of Seven Killings**, and **Narcos** Executive Producer, Eric Roth's serialized drama about the birth and growth of reggae music.

Given this climate, there is no better time for **Losing Patience** to volley for a place on the global landscape. Season 2 promises to build on its aesthetically solid production and story telling values, lending yet another perspective to the powerful movement of Jamaica's film renaissance.

A photograph of two women sitting at a wooden table in a restaurant. The woman on the left is wearing a blue shirt and large hoop earrings, looking towards the right. The woman on the right is wearing a grey tank top and a watch, looking down at her smartphone. There are drinks and food baskets on the table. The background shows a wooden wall and a blue door.

MARKETING REACH

SOCIAL MEDIA REACH

328,520 Impressions vs 2106 users

VIMEO

Over 40,000 Impressions from 65 countries

BUSINESS HUGS

PARTNERSHIP OPPORTUNITIES

Losing Patience aims to reach as wide an audience as possible and we're committed to pursuing all the necessary channels to facilitate connection.

These include, but are not limited to, ad based platforms that are free to users, subscription based services, free-to-air and network based platforms.

AVAILABLE ENTITLEMENTS

- Production Credit in the form of Logo Integration during opening credits.
- Product placements guaranteed in up to 2 episodes. Length and exposure to be decided based on creative parameters of scripting.
- Inclusion in any and all promotional collateral for season 2 including, but not limited to: press , TV promos, radio and new media.
- Integration into 360 engagement via social media.
- Exclusive screening rights for live events.
- Footage available upon request for other promotional campaign integrations.

SPONSORSHIP TIERS

PRESENTING SPONSOR

USD \$30,000.00

- Production Credit in the form of Logo Integration during opening credits.
- Product Placements guaranteed in up to 2 episodes. Length and exposure to be decided based on creative parameters of scripting.
- Inclusion in any and all promotional collateral for season 2 including, but not limited to: press, TV promos, Radio and New Media.
- Integration into 360 engagement via social media.
- Exclusive screening rights for live events.
- Footage available upon request for other promotional campaign integrations.

SPONSORSHIP TIERS

AFFILIATE SPONSOR

USD \$25,000.00

- Product Placements guaranteed in up to 2 episodes. Length and exposure to be decided based on creative parameters of scripting.
- Inclusion in any and all promotional collateral for season 2 including, but not limited to: press, TV promos, Radio and New Media.
- Integration into 360 engagement via social media.
- Screening rights for live events.
- Footage available upon request for other promotional campaign integrations

PAYMENT SCHEDULE

Super duper simple.

Payment would be due on commencement of pre-production
in one lump sum.

OUR CORE TEAM

THE BRAINS

TEEQS

THE EYES

GARETH COBRAN

THE RIGHT HAND

JUSTINE HENZELL

THE LEFT HAND

NATALIE NASH

PRODUCTION SCHEDULE

DEVELOPMENT

1 month

Casting, Production Design etc

PRE-PRODUCTION

1 week

PRINCIPAL PHOTOGRAPHY

4 days

POST PRODUCTION

1 month

Editing, Sound Mixing etc

