

SUPER SCIENCE

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CONTESTS



PROMOS



2013

WWW.VENTUREBROSBLOG.COM/PROMOS



WHAT IS SUPER SCIENCE?

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1.0 CONTESTS

Here are some contests I am proposing for the next four months. Licensors Bif Bang Pow! and Sideshow Collectibles are confirmed for contest giveaways. Other proposed contests include [AS] merch bundle and Shirt Club giveaways. All contests will be cross promoted and awarded online.



1.1 BIF BANG POW! GIVEAWAY

Toymakers recently released new Venture Bros. action figures and the company is willing to sponsor multiple sets of action figures and other licensed merch.

START: April 6, 2013 **END:** May 19, 2013

WEB: <http://venturebrosblog.com/promos/>

CHANNELS: Website, Social Media, Email



1.2 SIDESHOW COLLECTIBLES GIVEAWAY

Sideshow Collectibles released Venture Bros. statues a few years back. The company has agreed to provide us with 2 statues which we can award early and mid-season of the Venture Brothers.

START: April 6, 2013 **END:** June 19, 2013

WEB: <http://venturebrosblog.com/promos/>

CHANNELS: Website, Social Media, Email



1.3 VENTURE BROS. MERCH BUNDLE

I am proposing a Merch Bundle Giveaway for Adult Swim, fans can enter to win by tweeting @AdultSwim or using by using an assigned hashtag. Creative responses encouraged. Subject to availability.

START: April 6, 2013 **END:** June 19, 2013

WEB: <http://venturebrosblog.com/promos/>

CHANNELS: Website, Social Media, Email



1.4 VENTURE BROS. SHIRT CLUB

Months earlier, I spoke with Doc Hammer and he mentioned bringing back Shirt Club for Season 5. Any word on that? If he plans to move forward with Shirt Club, I suggest a Social Media contest to win all shirts at campaign end.

START: TBD **END:** TBD

WEB: TBD

CHANNELS: Website, Social Media, Email

2.0 PROMOS

I will be accepting fan submissions on Cosplay, Fan Art, Tattoos, and more for promotions. Leading up to the premiere, submissions will be featured to energize fanbase. I will be tweeting @AdultSwim my favorite fan submissions.



2.1 COSPLAY SUBMISSIONS

Suit up! Fans can tag @VentureBrosBlog on Social Media with Venture Brothers cosplay photos. Best photos to be shared on the blog.

DATES: Sundays of April, May, June, July

CHANNELS: Website, Social Media



2.2 FAN ART SUBMISSIONS

Show us your art skills! Fans can submit original fan art by tagging @VentureBrosBlog on Social Media. Best Venture Bros. fan art to be featured on the blog.

DATES: Saturdays of April, May, June, July

CHANNELS: Website, Social Media



2.3 TATTOO SUBMISSIONS

Fans love the Venture Brothers and they have the ink to prove it! Fans can tag @VentureBrosBlog on Social Media with their tattoos. Best user photos to be featured on the blog.

DATES: Fridays of April, May, June, July

CHANNELS: Website, Social Media



2.4 EVERYDAY FANDOM

How do fans celebrate the show in their daily lives? Fans can tag @VentureBrosBlog on Social Media with fan photos expressing their love for the series. Best user photos to be featured on the blog.

DATES: Tuesdays of April, May, June, July

CHANNELS: Website, Social Media



2.5 SOCIAL MEDIA MEMES

Venture Bros. Blog will posting Social Media Memes to promote the season. Goal is to engage audience and encourage discussion online.

DATES: Tuesdays of April, May, June, July

CHANNELS: Website, Social Media

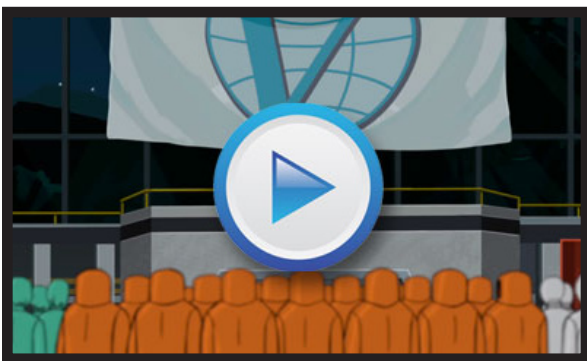


2.6 SEASON 5 TEASER IMAGES

Jackson Publick released teaser images for the upcoming season and Venture Bros. Blog has asked audience to caption the image and share their thoughts and theories.

DATES: Saturdays of April, May, June, July

CHANNELS: Website, Social Media



2.7 SEASON 5 TEASER VIDEOS

Release online from Adult Swim are teaser videos from Season 5. New clips each week leading up to premiere.

DATES: TBD

CHANNELS: Website, Social Media



2.8 ADULT SWIM FEATURED POSTS

I propose Adult Swim release Facebook featured posts and covers for the Venture Brothers Season 5, similar to that of the Loiter Squad Season 2 campaign back in March.

DATES: April, May

CHANNELS: Website, Social Media



2.9 AMAZING SHIRT OF THE WEEK CLUB

I propose a viral campaign around Shirt Club. We can leverage Social Media and tease all shirt images. Shirt designs released weekly online.

DATES: TBA

CHANNELS: Website, Social Media

3.0 EVENTS

Here are some of my proposed events for the year. I am suggesting a Q&A Web Event with co-creators and a [AS] scavenger hunt at SDCC. Other events include Cosplay Tweet Up and our annual Venture Party at Dragon*Con.



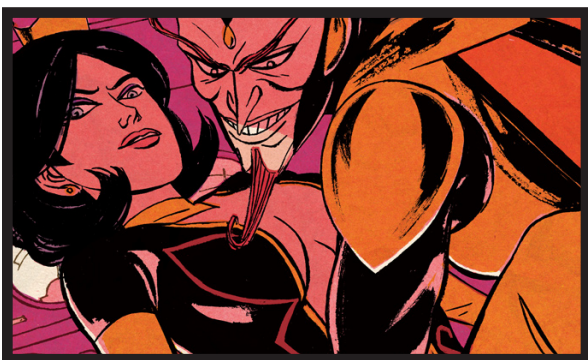
3.1 Q&A WITH ASTROBASE GO!

I am proposing Adult Swim host a Q&A Web Event with Jackson Publick and Doc Hammer. Viewers can send @AdultSwim their burning questions on Season 5 and Venture Brothers' co-creators will answer.

DATE: TBD

WEB: <http://adultswim.com/presents/>

CHANNELS: Website, Social Media, On Air



3.2 ADULT SWIM SCAVENGER HUNT

Fans can win limited edition posters by Patrick Leger and other convention schwag by participating in Adult Swim's Scavenger Hunt. Players receive maps and clues from exhibiting partners. Players are entered to win grand prize.

START: July 18, 2013 **END:** July 21, 2013

WEB: <http://adultswim.com/presents/>

MEDIA CHANNELS: Website, Social Media, Email



3.3 COSPLAY TWEET UP

I am organizing a photo shoot with Venture Bros. cosplayers at San Diego Comic-Con. Cosplay photos to be featured online. Great opportunity for photos and video.

START: July 18, 2013 **END:** July 21, 2013

WEB: <http://venturebrosblog.com/promos/>

MEDIA CHANNELS: Website, Social Media, Email



3.4 VENTURE PARTY 2013

This is our 4th year hosting Venture Party at Dragon*Con. This event gets bigger and better each year. Event to be highlighted in convention schedule. Largest gathering of Venture Brothers Cosplay.

START: August 30, 2013 **END:** September 2, 2013

WEB: <http://venturebrosblog.com/promos/>

MEDIA CHANNELS: Web, Social Media, Eblast

4.0 DATES

Below is my timeline for contests, I plan to run this campaign from April to July 2013. Contest winners announced as the season progresses. Dates are tentative and subject to change.

APRIL	MAY	JUNE	JULY
BBP 3 3/4" Toy Bundle (Start) BBP 8" Toy Bundle (start)	BBP 3 3/4" Toy Bundle (End) BBP 8" Toy Bundle (End) Molotov Statue (Start) Shirt Club (Start)	Brock Samson Statue (Start) [AS] Merch Bundle (Start) Molotov Cocktease Statue (End)	Brock Samson Statue (End) [AS] Merch Bundle (End) Shirt Club Giveaway (End)

5.0 CHANNELS

For contest alerts and announcements, fans will be notified through online channels. A new subscriber list will be created for contacts collected through the campaign. Additional online ads will run to support and drive traffic.

WEBSITE	SOCIAL MEDIA	SUBSCRIBERS	ONLINE ADS
www.venturebrosblog.com/promos	Facebook Twitter Instagram Tumblr	New Contact List	Banner Ad Campaign Facebook Ad Campaign

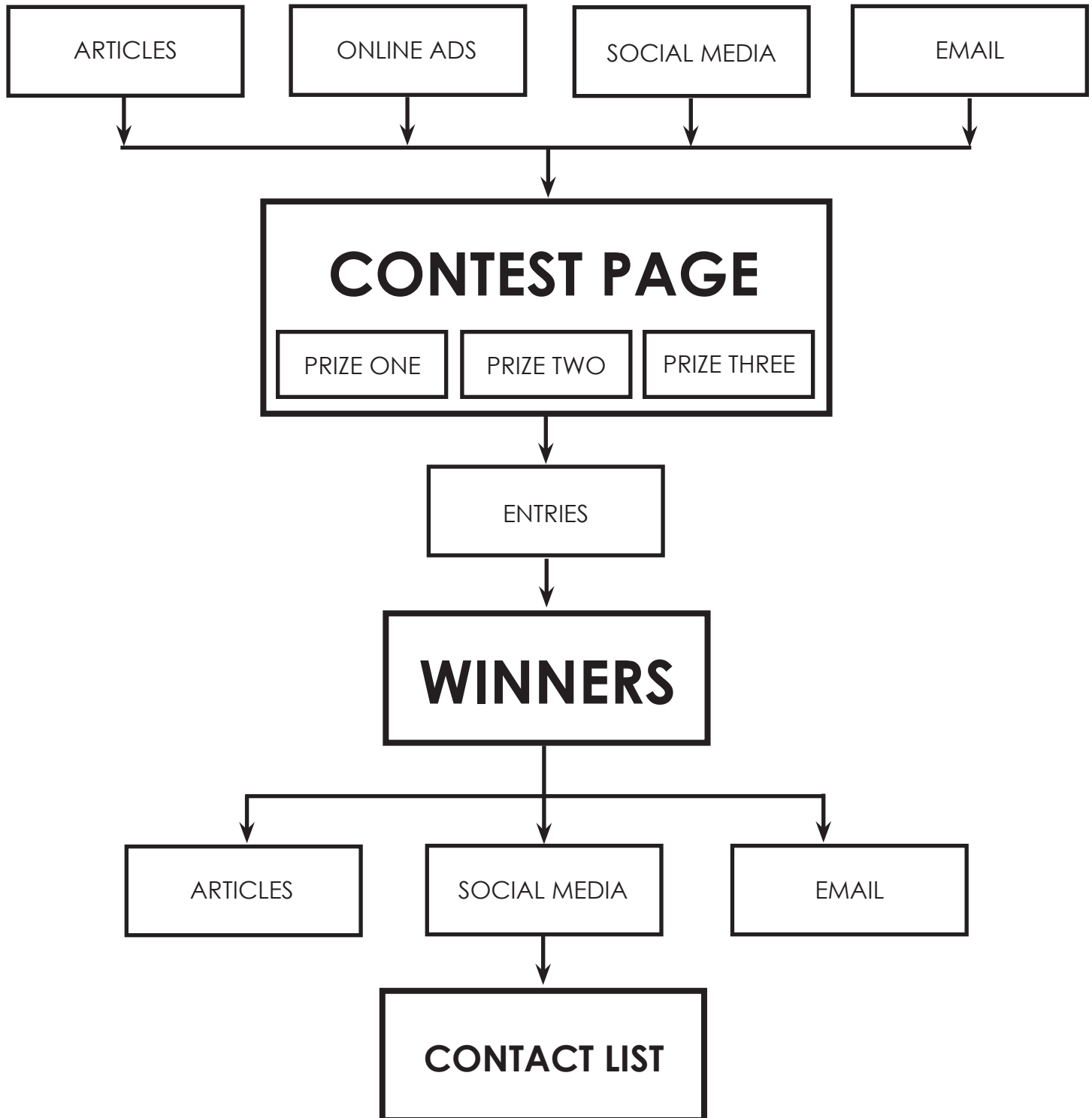
6.0 SOCIABLE

To create a successful campaign, contest partners have agreed to cross promote the contest online. Below are some quick numbers on Social Media.

VENTURE BROS. BLOG	ADULT SWIM	ENTERTAINMENT EARTH	SIDESHOW COLLECTIBLES
Twitter: 20,384 Facebook: 9,840 Instagram: 180	Twitter: 228,180 Facebook: 3.6 Million Instagram: 28,165	Twitter: 5,826 Facebook: 10,927	Twitter: 11,522 Facebook: 64,467

7.0 FUNNEL

Below is how I envision the Contest Funnel on the blog. Fans can enter to win prizes by filling out the contest entry form. At contest end dates, winners will be drawn, contacted and awarded online



8.0 FINE PRINT

Contest is offered only to legal U.S. residents 18 years of age or older at the time of entry. One winner per household. One winner per family. Prizes are non-transferable by winners. All entry form information must be complete and accurate.

Sponsors will not award a prize to anyone not meeting eligibility requirements at the time of entry. Sponsors reserve the right to disqualify any entrant if these Contest rules are not followed. By entering, you agree to comply with all applicable law and these Contest rules, and you agree to abide all decisions of the Sponsors.

Potential Winners will be notified by phone, email, or mail. Sponsors are not responsible for incomplete, incomprehensible, illegible, or out-of-service contact information. If Sponsors are unable, after making a reasonable effort, to contact a selected Potential Winner, that Potential Winner will be disqualified and a new Potential Winner will be selected from remaining entries.

9.0 ORGANIZER

Below are my contact details. For contest questions and support, please contact me via email. Please call directly with any immediate concerns.

Marc Ilagan

Venture Bros. Blog

(619) 813-8665

venturebrosblog@gmail.com

THE FUTURE IS NOW

www.venturebrosblog.com/promos