

THE



FACTOR

TALENT... DETROIT STYLE.



## WHAT IS THE D FACTOR?

- **The D-** Detroit.
- **The D Factor is a competition** amongst several talents: music, arts, photography, performance, comedy, fashion, film & video, multimedia.
- **The D Factor is a designation**, i.e. "He is the D factor in music... she is the D factor in art... they are the D factor in performance..."
- **The D Factor is a live Web TV show** broadcast from UDetroit Café in downtown Detroit, MI.



## WHY THE D FACTOR?

- **The D Factor is being created** to acknowledge the many facets of talent in Detroit, Michigan—both native and imported.
- **The D Factor is being created** to give talent in Detroit a chance of being discovered—from the affluent hills of Bloomfield, to within the ruins of some Detroit neighborhoods.
- **The D Factor is being created** to give Detroit a shot in the arm and a wane from the “Detroit-ruins” sensationalism.



## WHERE THE D FACTOR?

- **The D Factor will take place** at many different venues throughout the Detroit Metropolitan area: auditions at several locales, music at UDetroit Café, arts at a single gallery or perhaps several, likewise with photography. Performance at a single dance studio or performance arts centers, or a combination. Likewise with the fashion category. Comedy at clubs. Film & video at theaters. Multimedia, may be at a media center, a theater, a gallery or right on the The D Factor show.
- **The D Factor show** will air weekly live for 2 mos. at UDetroit Café and online at [www.TheDFactor.com](http://www.TheDFactor.com).



## WHO IS THE D FACTOR?

- **The D Factor will take place** tentatively for two months—giving investors, sponsors, partners, venues, and participants widespread and longlasting advertising exposure, and marketing opportunity.
- **The D Factor is designed** tentatively for two to three weeks of auditions, three weeks of competition, four weeks of semi-finals, a huge finals engagement, and two weeks of aftermath.
- **The D Factor Web TV show** will feature video clip highlights, host the semi-finals, and the aftermath.



## WHO IS THE D FACTOR?

- **The D Factor was created by** Danny D (Dzialo) and John Gnotek, with Cherie Badanjek and Victoria Harden. [www.TheDFactor.com](http://www.TheDFactor.com)
- **The D Factor is partnering** with UDetroit Café as a venue for the live Web TV show, and to host the music category. [www.UDetroit.com](http://www.UDetroit.com)
- **The D Factor will partner with** numerous other corporations, companies and organizations to sponsor, host and support the other categories.



## CONCEPT / FLOW: ONLINE REGISTRATION

- Via [www.TheDFactor.com](http://www.TheDFactor.com) and directed by various partner and media outlets, interested contestants will sign up to audition.
- **Online registration will** give an immediate indication of scope and necessary logistics.
- **Online registration may** last weeks or months, as deemed necessary.



## CONCEPT / FLOW: AUDITIONS

- **The Auditions will** take place at various venues throughout Metropolitan Detroit: music halls, entertainment centers, performing arts centers, clubs, art galleries, studios, theaters, etc.
- **The Auditions will** last 2-3 weeks, highlights played weekly on The D Factor Web TV show.
- **The Judges will** consist of industry professionals for each category, and will choose twenty (20) contestants in each category.





## CONCEPT / FLOW: AUDITIONS

- **The Public will** resurrect five (5) contestants in each category via online vote .
- **The Audition winners,** both chosen and resurrected, will continue on to the Competition phase of each respective category.



## CONCEPT / FLOW: THE COMPETITION

- **The Competition for each category**—lasting three weeks—may take place at one to several different venues. For example in the music category, the competition will be split among five different Web TV shows at UDetroit. Art may be at five galleries, performance at five different dance halls, etc.
- **The Competition for each category will** reduce the contestant number from twenty five (25) to ten (10) in each category.
- **The Competition Judges will** be at the discretion of each category partner, likely them.



## CONCEPT / FLOW: THE COMPETITION

- **An online "popular vote"** will resurrect three non-winners from each category back into play.
- **The Competition winners**, both chosen and resurrected, will continue on to the Semi-Finals phase of each respective category.



## CONCEPT / FLOW: THE SEMI-FINALS

- **The Semi-Finals for each category will all** take place live on The D Factor Web TV show at UDetroit Cafe, with two category competitions on each show over four (4) weeks.
- **The Semi-Finals for each category will** reduce the contestant number from twelve (12) to three (3) in each category.
- **The Semi-Final Judges will** be industry professionals of each respective category.



## CONCEPT / FLOW: THE SEMI-FINALS

- **An online "popular vote"** will resurrect one non-winner from each category back into play.
- **The Semi-Final winners**, both chosen and resurrected, will continue on to the Finals phase of each respective category.



## CONCEPT / FLOW: THE FINALS

- **The Finals for each category will all** take place together live at an appropriate size venue.
- **The Final winner for each category will** be deemed "The D Factor" in that category.
- **The Final Judges will** be industry professionals and sponsor representatives.
- **An online vote for "People's Choice"** will continue for a week and a half until the final Aftermath show. Each category *choice* will receive consolation prize.



## CONCEPT / FLOW: THE AFTERMATH

- **The two (2) Aftermath shows will** take place on The D Factor Web TV show at UDetroit Café.
- **The Aftermath shows will** recap highlights and feature clips from the Finals event.
- **The last Aftermath show will** award the "People's Choice" Awards.
- **Wrap up** and acknowledgements of all involved, as well as merchandise offerings: CDs, DVDs, tabletop books, apparel, fine art prints, etc.



## WHAT WE SEEK

- Investors
- Sponsors
- Category Partners
- Venues
- Participants
- Awards and Prizes





## WHAT WE SEEK: INVESTORS

- **We seek an investor(s)** for the purpose of providing preliminary funding and marketing needs:
  - Website construction and updates
  - Advertising and marketing materials
  - Administrative and staffing
  - Hospitality expenses
  - Stipends
  - Video teams
  - Legalese, bonds, permits and insurances
  - Apparel and merchandising



## INVESTOR BENEFITS

- **Standard percentage** of profits.
- **Reciprocal potential** from merchandising, licensing.



## WHAT WE SEEK: SPONSORS

- **We seek sponsors** for the purpose of sustaining funding, awards and prizes, and operational needs:
  - Website updates
  - Advertising and marketing materials
  - Administrative and staffing
  - Hospitality items
  - Event specific expenses
  - Video teams
  - Grand prizes
  - "People's Choice" consolation prizes
  - Awards



## SPONSOR BENEFITS

- **Advertising** acknowledgements.
- **Banner** acknowledgements at venues.
- **The D Factor website** acknowledgements and links—perpetually.
- **Pre-designed** marketing materials.
- **Extra event tickets** for promotional use.



## SPONSOR BENEFITS

- **Longstanding and widespread exposure:**
  - On The D Factor website.
  - On other sponsors' websites.
  - On all the venues' websites.
  - On all the category partners' websites.
  - At each venue in each category.
  - On The D Factor Web TV show.
  - On the Finals Event program.
  - On CDs and DVDs.
  - On the published table top books, and merchandising articles.



## SPONSOR BENEFITS

- Full page ad in the event program.
- Limo ride to Finals.
- Display space at the Finals.
- VIP seating/treatment.
- Backstage access.
- Stage banner.
- Stage announcement recognition.



## WHAT WE SEEK: CATEGORY PARTNERS

- **We seek category partners** for the purpose of co-hosting and managing specific categories:
  - Be in charge of forwarding all necessary info and data to The D Factor admin.
  - Managing and supplying subordinate partners and venues.
  - Organizing and coordinating with venues, subordinate partners, and The D Factor admin.



## CATEGORY PARTNER BENEFITS

- **Longstanding and widespread exposure:**
  - On The D Factor website.
  - On all the sponsors' websites.
  - On all the venues' websites.
  - On other category partners' websites.
  - At each venue in each category.
  - On The D Factor Web TV show.
  - On the Finals Event program.
  - On CDs and DVDs.
  - On the published table top books, and merchandising articles.





## CATEGORY PARTNER BENEFITS

- **A mark in Detroit** history and rebirth.
- **Half page ad** in the event program.
- **Display space** at the Finals.
- **Backstage access.**
- **Stage announcement** recognition.



## WHAT WE SEEK: VENUES

- **We seek venues** —entertainment centers, performance art centers, music halls, clubs, art galleries, photo studios, theaters, etc—for the purpose of hosting the various events of The D Factor:
  - Auditions
  - The Competition
  - The Finals



## VENUE BENEFITS

- **Advertising** acknowledgements.
- **Banner** acknowledgements at venues.
- **The D Factor website** acknowledgements and links—perpetually.
- **Pre-designed** marketing materials.
- **Extra event tickets** for promotional use.
- **Exposure.**



## VENUE BENEFITS

- **Longstanding and widespread exposure:**
  - On The D Factor website.
  - On all the sponsors' websites.
  - On other venues' websites.
  - On all the category partners' websites.
  - At each venue in each category.
  - On The D Factor Web TV show.
  - On the Finals Event program.
  - On CDs and DVDs.
  - On the published table top books, and merchandising articles.



## VENUE BENEFITS

- A mark in **Detroit** history and rebirth.
- **Quarter page ad** in the event program.
- **Display space** at the Finals.
- **Stage announcement** recognition.



## WHAT WE SEEK: PARTICIPANTS

- **We seek participants** in music (*singers, bands, instrumentalists, soloists—any genre*), art (*painters, sketchers, sculptors, cgi, jewelry, literature—any genre*), photography (*any genre*), performance (*dance, drama, acrobatics, other types of performance—any genre*), comedy (*any genre*), film & video (*feature, shorts, animations, documentaries, experimental—any genre*), and multimedia (*games, virtual experiences, interactive—any genre*).



## PARTICIPANT BENEFITS

- Exposure.
- A chance at the Grand Prize.
- A chance at the "D Factor in \_\_\_\_\_" title.
- Performance videos.
- Photos.
- FREE!



## EXPOSURE

- Within all the advertising and marketing.
- Within all the cross advertising.
- At all the events and venues.
- On The D Factor Web TV show.
- Social networking, marketing
- Search engine marketing
- Media coverage





## CONNECTIONS AND CONTACTS

**Thank you for your interest** thus far. Whether you are a prospective investor, sponsor, category partner, venue or participant, feel free to contact us anytime with any questions, suggestions or a green light to include you.

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