



**BLACK PEARL MEDIA GROUP
&
YBG ENTERTAINMENT GROUP**



Presents



The Network Launch Celebration

Sponsored in Part by



Sponsorship Proposal

MY-E TV Network • www.my-etv.com • production@my-etv.com



Thursday, August 25, 2011

Dear Potential Sponsor,

It is with great excitement that I announce the launch of MY E-TV Network, the premiere entertainment channel on Wisecast Cable Company, channel 71. Black Pearl Media Group has partnered with YBG Entertainment Group and RnB LIVE Hollywood to present a special red carpet celebration on Wednesday, September 14, 2011 at the upscale Romanov Restaurant + Lounge in Studio City, CA.

The MY E-TV Network launch event will bring together over 300 Hollywood elite and industry tastemakers to enjoy LIVE music, exquisite cuisine and drink specials as they relax and network in a posh environment. During the evening guests will have the opportunity to preview the networks new fall line-up of programming and I will be broadcasting LIVE on “The Chris Black Show” to deliver a special announcement about the networks groundbreaking technology and new partnerships.

MY E-TV will not only inspire, but will also bring together great content and programming strategically aimed for audiences around the globe. MY E-TV is unlike any other entertainment network on the market and we are setting the bar for the creation, distribution and marketing of television programming as we know it today.

In partnering for this special celebration, your company will enjoy a wealth of advertising via television and radio commercial opportunities, as well as strategic branding initiatives. Please feel free to contact the production office at production@my-etv.com to discuss how you can become a Sponsor today.

If you are a member of the Press and would like to request Media Credentials, please email Divine Brown Media Group at info@divinebrownmedia.com or call (424) 222-1163 for immediate assistance.

Your time and consideration is greatly appreciated, see you on the air!

Best Regards,

Chris Black

Chris Black

Blackpearl Media Group

www.thechrisblackshow.com

www.My-etv.com

www.wisecast.tv

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MAKE THE CONNECTION

MY E-TV will distinguish itself from other entertainment networks through its state-of-the-art application and fresh-new content, which broadcasts in HD-1080p. It has kicking Dolby-Digital, 5.1 Surround Sound, while using the internet as its power source.

No longer will you have to suffer through streaming media on the Internet that buffers, Wisecast has created the solution through broadcasting Television in HD, using the signal from the Internet to power it. In the United States alone there are 83,344,927 broadband users as of June 2010.

Teaming up with Wisecast Cable Company's new multi-media platform, MY E-TV will reach over 80 million homes across America and has enlisted capabilities to also show programming around the world. MY E-TV will take advantage of the latest television trends by providing great quality content including: Comedy/Variety shows, Reality TV, Music Videos, Movies, Documentaries, Sitcoms, and more.

THE BENEFITS OF SPONSORSHIP

The purpose of this launch event is to introduce the network to potential subscribers and investors, exposing them to the benefits of making the switch to Wisecast Cable and the possibilities of broadcasting on MY E-TV, via this new media platform.

Your involvement as Sponsor will provide your company with instant access to A-list clientele as well as untapped markets via our numerous industry partnerships. Top tier sponsors will receive the highest prestige and exposure possible during this special launch event. Titanium, Platinum and Gold Sponsorship packages are available—ranging from \$5,000 to \$1,500. (*Package Deals are Negotiable*)

This is the perfect opportunity to have your brand front and center on the red carpet-media wall and marketing signage. Top entertainment news sites, blogs and media personalities will be on hand to interview and snap photos of celebrities against the backdrop where your brand stands out.

In review of our Buy-In opportunities, you will find that partnering with MY E-TV and its affiliates will increase branding awareness. Your company will also enjoy one-of-a-kind access to an elite group of consumers, capable of driving sales in support of your products and services, saving you costs on additional advertising throughout the year and beyond.

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THE ATMOSPHERE

ROMANOV RESTAURANT + LOUNGE

Studio City, CA

www.romanovla.com

Located in the heart of Studio City, Romanov Restaurant + Lounge, is the newest addition to areas growing nightlife and dining scene. Located at 12229 Ventura Boulevard, the striking restaurant, doubles as a lounge and special events venue and is the latest creation of Los Angeles restaurateur Mikayel Israyelyan, owner of popular hotspots Republic Restaurant + lounge and the Prana Café. Romanov brings the area an unprecedented high-end cultural dining experience in an environment that is reminiscent of the Tsar of Russia's Winter Palace.



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SPONSOR PACKAGES

PLATINUM SPONSOR

\$5,000

- ❖ Logo 2x larger than Gold and Silver sponsors featured on Step and Repeat
- ❖ 30 second Radio spot w/ music on “The Chris Black Show”
- ❖ Name & logo included on TV commercials for MY-E TV
- ❖ Name & Logo printed on ALL marketing materials and T-Shirt
- ❖ Direct link to your website promoted on the My-E TV website homepage
- ❖ Additional mention on Event Jumb Monitors at Venue
- ❖ Promotional materials included in Swag-bags to all attendees

GOLD

\$3,500

- ❖ Logo 1x larger than Silver sponsor featured on Step and Repeat
- ❖ 30 second Radio spot w/music on “The Chris Black Show”
- ❖ Direct link to your website promoted on the MY-E TV website
- ❖ Name included on T-shirt, flyers & press releases
- ❖ Additional mention on Event Jumbo Monitors at Venue
- ❖ Promotional materials included in Swag-bags to all attendees

SILVER

\$1,500

- ❖ Logo featured on Step and Repeat
- ❖ Direct link to your website promoted on the MY-E TV website
- ❖ Name included on T-shirts, flyers and press releases
- ❖ Promotional materials included in Swag-bags to all attendees

A LA CARTE SPONSOR OFFERS

T-SHIRT

\$250

- ❖ Name & Logo on official MY-E TV Network T-Shirt

WEBSITE

\$400

- ❖ Advertise on the MY-E TV Network website with a specially designed Banner Ad

MEDIA VIP

\$300

- ❖ All Access Media Pass Inside event
- ❖ Signage As Media Sponsor on Step and Repeat

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AFFILIATES AND PARTNERS



RnB LIVE Hollywood provides Los Angeles with a platform for some of your favorite R&B artists to perform live with a band in an intimate atmosphere. With RnB LIVE-the void has been equally filled for aspiring, talented singers to showcase their abilities to an audience packed with executives, producers and writers. Imagine this entertainment in a dinner/show setting hosted by R&B artists like heartthrob and balladeer, Eric Benet, comedian extraordinaire Chris Spencer as the evening's Master of Ceremonies, and none other than DJ GUS taking over the After Party, spinning the best of hip-hop, old school, and your favorite R&B jams as you dance the night away.

Each and every Wednesday night, the Romanov Restaurant + Lounge welcomes celebrity guest performers and emerging talent for a music showcase like no other, creating an unprecedented experience for all who attend. To get connected to RnB Live find them on Twitter at www.twitter.com/RnB_Live.

Young Bosses Generation (YBG) is the premiere entertainment conglomerate, providing business development, management support, promotional campaigns, and cutting-edge media access in the industries of film, television and music. In addition, YBG houses a full service luxury nightlife entertainment division, dedicated to executing the hottest and most exclusive red carpet events in Hollywood. YBG maintains an industry reach that is massive, affording its clients with customized solutions to succeed in the world of entertainment and beyond. To learn more about YBG and its affiliates log-on to www.ybgent.com



Black Pearl Media Group Inc. (BPM) is an entertainment company that offers positive, audio and visual entertainment to a diverse, international consumer group. Black Pearl Media Group Inc. is committed to wholesome entertainment across the board and firmly believes that quality entertainment can be realized without compromising commercial appeal. Black Pearl Media Group Inc. distinguishes itself through the commitment it undertakes with each project. Our mission is to change entertainment television by providing quality multi-cultured media worldwide. To learn more about BPM log-on to www.blackpearlmedia.com.

Divine Brown Media Group (DBMG) is a Public Relations and Advertising firm dedicated to providing customized business solutions to get your company noticed. From the red carpet to movie studio back-lots, we service the music, fashion, lifestyle and entertainment industries giving your brand the exposure necessary to make an impact. To learn more about our products and services log-on to www.divinebrownmedia.com or contact Shameka Brown at 424-222-1163 for a consultation today.



“The MY E-TV Network Launch will be broadcasting LIVE on”



www.thechrisblackshow.com

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