

Bars of Houston

Is a web series designed to help people discover new bars.
bring awareness of local bars and breweries in the houston area.

- **Show format**
 - Bio video
 - 2 interviews
 - Calendar
 - Drink special

- **Bio video about the bar**
 - 3 min or less fast paced overview of the bar
 - **Info**
 - Name
 - Logo
 - Location
 - Web social
 - **Price**
 - Beer \$
 - Wine \$\$
 - Liquor \$\$\$
 - Champagne \$\$\$\$
 - **Atmosphere**
 - Seating
 - Indoor out door
 - Games
 - Pet friendly
 - Activities
 - **Food**
 - Kitchen times
 - Food
 - Real food
 - Appetizer
 - Specialized

- Owner or manager
 - Why did you open the bar
 - History
 - Favorite thing about your bar

- Chef
 - What kind of food do you make.
 - How did you get into cooking
 - What would you say is your best dish?

- Brewmaster
 - How did you start.
 - How many beers do you make.
 - Do you sell out of the brewery or just internal.
 - What would your goal as a brewer be.
 - All time favorite beer.
 - What's your favorite beer you don't make
 - Is there a beer your really proud of
 - Have you made a beer that you made because it was popular

- Calendar of week
 - Read by the lead bar tender
 - This week we have... list our any events you have that week

- Drink special for week
 - A signature or special drink at a reduced price if people mention they say the show that week.
 - Partnered with sponsor
 - Promo code to track sales.
 - Call to action
 - Goal of show to attract people to increase your sales. By having one specific item we are promoting it gives a glimpse at the immediate effective of the show.

- Sponsor
 - \$500-\$1000
 - Plug in the beginning Of the show (end of segment 1)

Thanks to _____ for sponsoring this weeks show.
(logo) on all segments 5 seconds.

- Logo
We need logo to put in show
 - Coordinate drink with bar
Ideally create a drink special that benefits both vendor and the bar.
- Bar
\$2,000-\$3,000 depending on vendor support
Production cost \$2,000 and we want to run \$500-\$1,000 in ads to promote content.
Things we need before production can begin.
- Logo
 - Address
 - Phone
 - Social media
 - Promo code
Ideally a promo code that you can have in your pos system, should be traceable for drink. so we can see benefit of ad.
- Benefit
The benefits are both short and long term not only will there be 6 total videos produced to promote, social media push increase awareness in intense marketing boost of 100,000 minimum views. The long term google search increases through youtube.
- Videos
Video is currently the best way to market.
A total of 6 videos 1 master or complete episode as well as 5 segments cut to specific content
 - Facebook
Each episode will be promoted on social media with a minimum reach of 100,000 (total) adults who go out to bars in Houston.
 - Youtube
Will be searchable online with key words

- Webpage
Our webpage for this show will act as a database for people to search specific criteria

- Cost
\$2,500-\$3,000
 - Talent
\$300 hosts
Twins have been in film industry, good at interviews

 - Production
\$2000 biased on a maximum of 4 hours
 - Producer
\$400
Includes pre production
Scheduling
Layout of episode
Manages Post production delivery and Facebook upload
 - Director
\$300 determines shots and content. Aware if segments look relaxed, will coach if necessary
 - Audio engineer
\$300 mic talent, acquire atmosphere sounds, monitor levels and master audio
 - Camera operator
\$250 monitors camera focus and movement
 - Editor
\$300
Cutting footage into final show
And 5 segments
 - Graphics
\$150
Create title cards
Animation
Credits
Per show

- Promotion
\$500 - \$1,000
Depending on price

Bars of Houston Map

