

# 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

