



# ALL ABOUT THE **MUSIC**

A new voice for Artists  
and Songwriters

A Sky Television  
Brand Sponsorship & Advertising  
Proposal





# ALL ABOUT THE **MUSIC**

A new voice for Artists  
and Songwriters

My mission is to create the best possible platform for new artists to share their music alongside some big names in the industry and for music fans to discover new music and learn more about the music business.

**Rocco Buonavino**  
CEO / Founder



ALL ABOUT THE  
**MUSIC**

A new voice for Artists and Songwriters





**Welcome to the all-new, All About The Music TV on Sky's Showcase TV on channel 191, part of Sky information TV**

**sky**



ALL ABOUT THE  
**MUSIC**

**showcase**tv

**information**tv

**Every Sunday 12noon to 5pm**

Created by **Rocco Buonvino**, All About The Music is a fun, educational, uplifting and entertainment driven TV channel. A 13-week series commencing April 2021.

Being a music promoter and event organiser, and when theatres and concert halls shut due to the pandemic Rocco returned to television. He will launch "All About the Music" to help with the state of artists' and writers' mental health and wellbeing.

This inspiration came about following Rocco's successful current TV channel, Feel Good Factor TV, dedicated to health and wellbeing. It was a natural progression for Rocco to create another new channel but dedicated to music — All About The Music TV: A voice for Artists and Songwriters.

The COVID pandemic has caused severe harm to the music industry, especially artists' and writers' mental health and finances. The COVID pandemic has also seen a dramatic shift to purely digital and on-line services, thus TV viewing numbers, reach and eyes on brand are higher than ever.

All About Music TV is a new outlet for the artists and writers. It's a new TV channel that offers a variety of shows that are uplifting, inspiring and educational; it also offers opportunities for talented artists to show the world what they've got.



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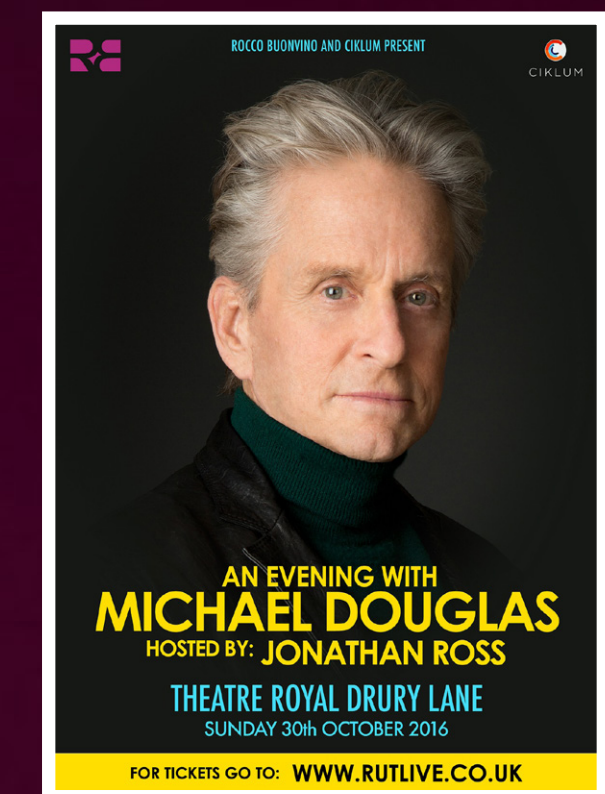
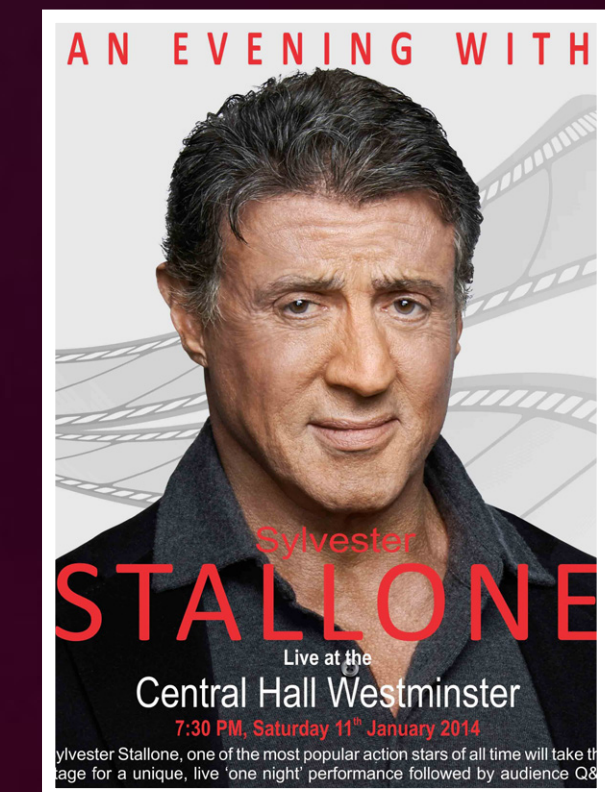
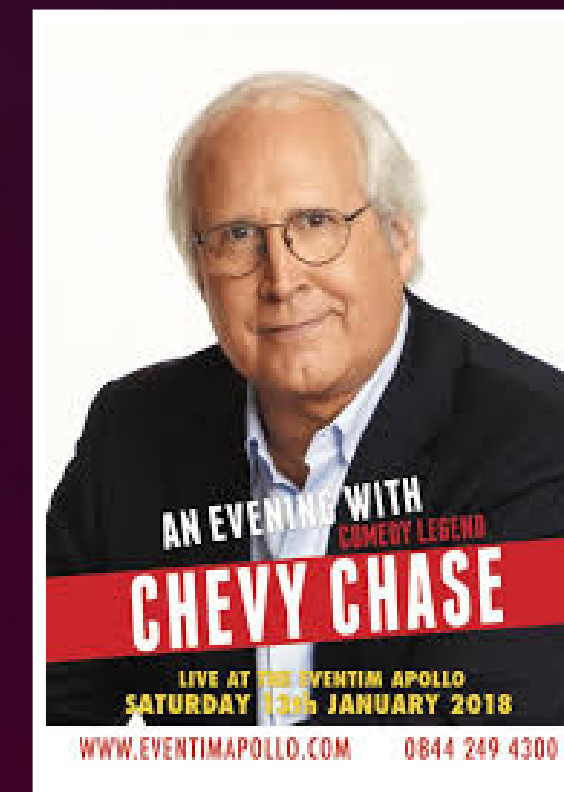
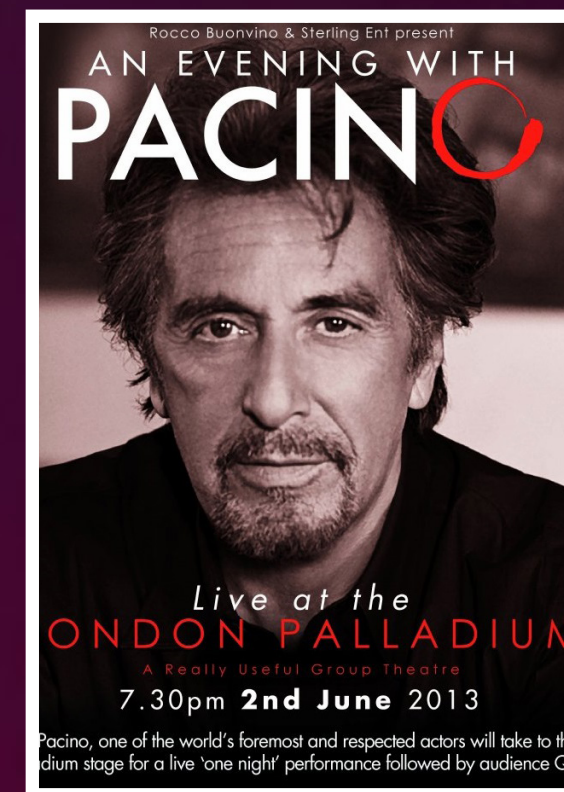
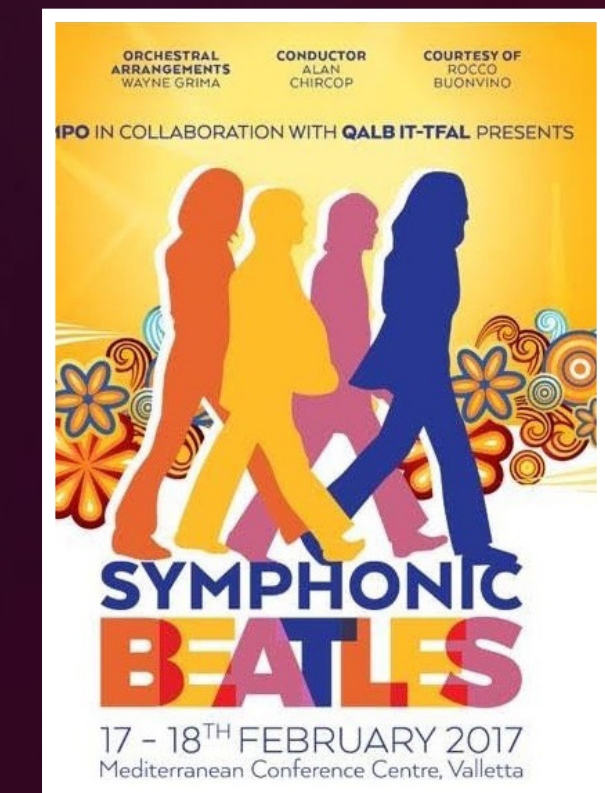
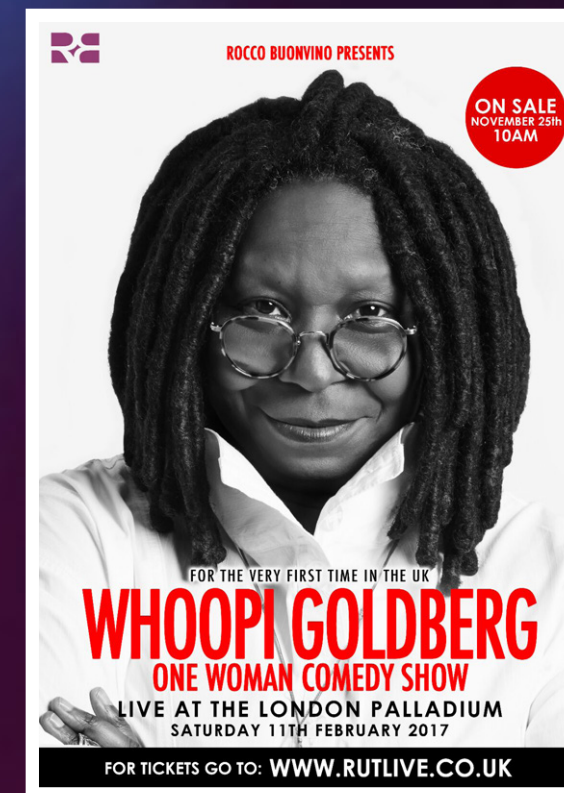
# Rocco has staged sell-out shows with some of the world's biggest stars





## SOME OF ROCCO'S SHOWS

With a gross  
of \$10 million  
and 100,000 +  
tickets sold  
worldwide





# Presented by Bandcamp

## Our proposal

We recognise that Bandcamp is the biggest platform for independent artists to represent themselves with full control of their music, so naturally we are drawn to you as our number 1 for sponsorship. We would like to give a prime time broadcast airtime to Bandcamp artists. In the same spirit as Bandcamp, this is an inclusive platform - we don't look at social media metrics, we don't look at radio playlisting, we don't blindly follow trends - it's all about the music!

If the artist's music is professionally presented, sounds great & the video is good, they can get a shot for real TV broadcast airtime on our platform, generating PRO royalties in future, gaining new fans and pushing more Bandcamp sales

Best of all - if you come on board for full sponsorship, we will not have to charge artists at all for the opportunity - it's all about the music

We have several experienced music industry executives on board from all sectors of the music industry - live events, sync licensing, publishing, record label, music law & mastering. This means We can provide many further opportunities for some Bandcamp artists, making their involvement in It's All About The Music a real career-changing prospect beyond the original broadcast.





# MORE THAN JUST A TV SERIES



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# ALL ABOUT THE MUSIC TV

A Glimpse of some upcoming music content



'Let's Talk Music' lifts the lid on industry secret seeking to discover the truth of how successful careers are made and look at the changing face of music and entertainment in the 21st century.

**'Let's Talk Music'** is a fresh, inspirational, upbeat and engaging discussion/chat/educational show program about the music industry, with an expert panel who talk honestly and informally about exactly what is happening in the industry today with "inside secrets and takeaways".

Every week, 'Let's Talk Music' will look at a different subject in the Music Industry and the topics covered will be, for example (subject to change):

- WEEK 1 Radio
- WEEK 2 Gigs/Tours
- WEEK 3: PRS / BMI ASCAP
- WEEK 4 Music Law Business in Gen.
- WEEK 5 Eurovision
- WEEK 6: Hit Song
- WEEK 7 Publishing
- WEEK 8: Record Producers
- WEEK 9: Manager's Management
- WEEK 10: Press, Marketing and Promotion
- WEEK 11: Session and Tribute Artists
- WEEK 12: The Internet
- WEEK 13: School Education





# Meet 'All About The Music' team



**Stewart Lawley**  
Brand Partner



**Steve Ward**  
Executive Producer



**Elaine Harrison**  
Executive Producer  
Press & PR



**Eugene Stickney**  
Creative Director



**Sidney Brown**  
Content Editor



**Loz Gill**  
Head of Music



**Ross Ravago**  
Business Development  
Showcase TV



**Stacey Haber**  
Head of Legal &  
Business Affairs



**Madalene Chan**  
Artistic Director



**Andrei Voronin**  
Art & Graphics



## SKY'S SHOWCASE TV

Viewing figures Channel 192 (BARB):

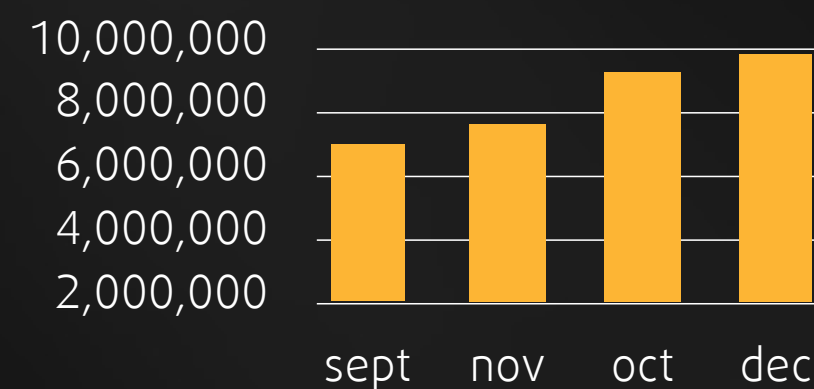
September 2020 - **7,228,557**

October 2020 - **7,785,648**

November 2020 - **9,219,472**

December 2020 - **9,814,907**

### Showcase Viewers 2020



Your advertising and sponsorship brand will have the potential to reach these numbers across the 3 month broadcast period.





## THE DEAL — SPONSORSHIPS & ADVERTISING

Our sponsorship packages have immense reach and eyes-on-brand and can be taken either as an exclusive brand sponsor or as a single ad sponsor. Choose to sponsor an entire series for maximum brand exposure and marketing or a single programme(s). Each hour of programming will consist of 6 sponsorship brand stings and 2 x key exclusive sponsor messages at the top and tail of each programme.

### TV Advertising:



- Single spot, 30 second advert broadcast once within the programme
- Once per week, for a duration of 13 weeks.
- Adverts can be provided by you or we can create your ad for an additional fee (note: more or less advertising blocks and rates can be negotiated upon enquiry)

**£1,500 excl vat per ad**  
per series (13 weeks)

### Single programme sponsorship:



Lets Talk Music — for example

- Single episode sponsorship
- Up to 40 stings over 13 weeks
- Inclusion in broadcast sponsor's Social media marketing package
- Custom advertorial / creative constructed content

**£15,000 —  
20,000 excl vat**

### Exclusive series sponsorship:



- All episodes sponsored
- 60 mins airtime slot within which we feature your artist, one artist per week  
400 to 500 stings and broadcast sponsors messages
- Plus social media and digital marketing  
Custom package advertorial / creative
- Constructed with you (or for you at an additional fee)
- Content news, press and publication pieces with Sponsorship branding included on all promotional content
- Ongoing for the full 13 weeks

**£100,000 excl vat**





**Thank you for your time  
reading our proposal**

Contact us for more information  
& questions you may have

**Rocco Buonavino**

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