

Little Kids Rock

2015 National PSA & Vignette Campaign



Proposal created by Steve Matoren

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OVERVIEW

Seizing the momentum from the incredibly successful 2014 Benefit at the Hammerstein Ballroom, a national video campaign significantly increases the exposure of 'Lil Kids Rock outside the New York metropolitan area.

Directed by Steve Matoren, through his Butts In The Seats Productions, an original series of inspiring PSA's and Vignettes will be produced and distributed via various platforms - including social media, music blogs & websites, YouTube and TV channels (national and local).

The goal of this campaign is to dramatically increase awareness and support in the 27 communities LKR serves around the country. With less than 7,000 Twitter followers and more than 300,000 students since 2002, there's room for tremendous growth. Areas not currently involved with LKR will also be targeted. The audience for these spots is not necessarily future students, but rather building brand recognition and future fundraising efforts.

Capitalizing on the array of musicians who've lent their support to LKR, these Rockstar driven videos will perfectly capture the mission and spirit of LKR - recognizing every kid's right to rock and helping them unlock their inner music maker.

EXECUTION

The “story” of the campaign contains two vital elements:

1. Why music education matters
2. How specific rock stars first got involved with music and how they learned to play

One-on-One original interviews with the biggest names in music: Joan Jett, Lady GaGa, Billy Joe Armstrong, Darlene Love, Steven Van Zandt, Slash, Carlos Santana, Jake Clemons, Dee Snider, Zac Brown, Toby Keith, Bruce Springsteen, Darius Rucker, Elvis Costello...

PSA’s edited to :20/:30/:60 versions.

Each PSA will maintain a similar look while containing a single rocker’s story - ensuring variety and maximizing interest. Artist supplied B-roll and archive photos from their early playing days, along with LKR photos and videos, will support the spots. All PSA’s end with the LKR logo accompanied by a brief voice-over message, like “Little Kids Rock believes music matters,” followed by a unifying on-camera tag from each musician: “Every kid deserves the right to rock.”

Vignettes run 2:00-2:30 and feature multiple interviews and more detail. These short films can also be sponsor driven/supported.

The number of PSA’s and Vignettes depend on budget and how many musicians ultimately sit down with us.

THEMES

These key points will be covered in some form throughout the campaign.

- Music has the power to make a difference
- Studies show learning to play music aids a child's development
- Music can change the world
- Little Kids Rock partners with public schools around the country, giving kids of all ages a chance to learn to play an instrument
- Since 2002, LKR has worked with over 300,000 students
- Help kids unleash their inner music-maker
- Visit littlekidsrock.org for more information
- Every kid deserves a chance to rock

Possible songs to include:

- I Love Rock 'N Roll (Joan Jett)
- I Wanna' Rock (Twisted Sister)
- I'm a Rocker (Springsteen)

STORYBOARD

Sample: Steven Van Zandt/LKR PSA

*Note - this is just a representation, not a final script

Opening Title Screen

“Rock and Roll - It’s a band thing”

Cut to:

SVZ Interview Clip with Photos and Video



'Lil Kids Rock Video and Logo with VoiceOver

VoiceOver: "Little Kids Rock believes music matters"



End Tag

SVZ to camera: “Every kid deserves the right to rock”



FADE OUT.

