



ROCKSTAR RECIPES

DIGITAL INTERACTIVE COOKBOOK SERIES BRAND PARTNER PROPOSAL

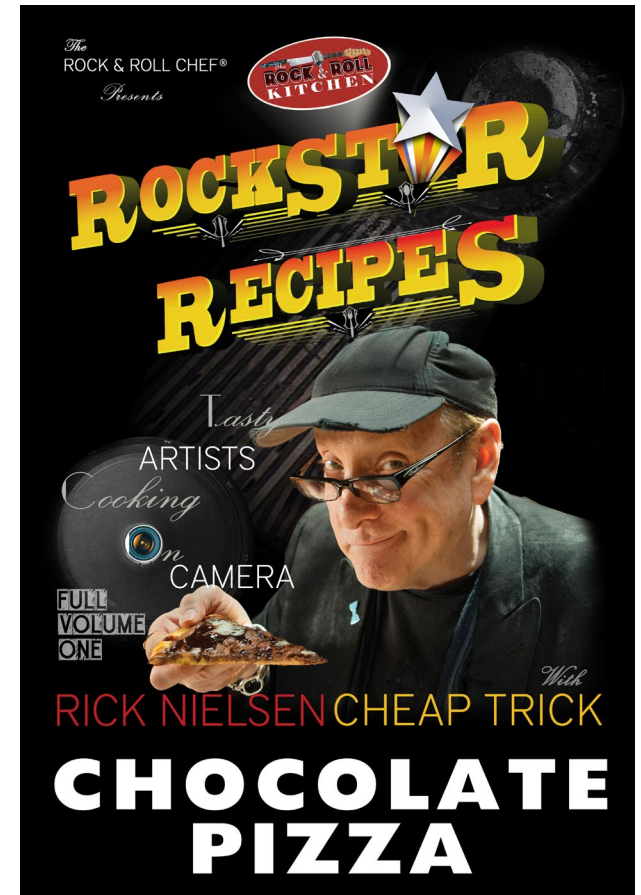


For iPads | iPhones | Apple Desktops | Macbook Pro Laptops

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Rockstar Recipes Book Cover

EXECUTIVE SUMMARY

“**ROCKSTAR RECIPES™**” **Digital Interactive Cookbook** is an innovative, unique product featuring famous rockstars being filmed cooking a favorite dish. Created by The Rock & Roll Chef®, Rockstar Recipes™ (RSR) is a beautifully produced, entertaining and educational product that utilizes the powerful multi-media features of iBooks (HD video, photos, graphics, scrolling text, audio, external links and more). RSR is viewable on all Apple devices which have free iBooks app installed — iPads, iPhones, desktops and Macbook Pro laptops. **RSR is produced by Rock & Roll Kitchen® Films**, a boutique agency specializing in combining food & music content.

RSR is targeted towards an upscale, growing demographic of those food & music fans who own Apple devices, which number *nearly 2 billion worldwide*. According to Apple CEO Tim Cook, *there over 1 million new users each and every week of iBooks*.

Offered as a free download, we are now inviting quality Brands interested in reaching this highly desirable demographic to become Partners with the Rockstar Recipes brand.

ROI & BRAND VISIBILITY. Some options for Brand Partners inclusion include: *On-camera product placement, voice-over “lead ins,” external links to online accounts, logoed recipe downloads and more.*

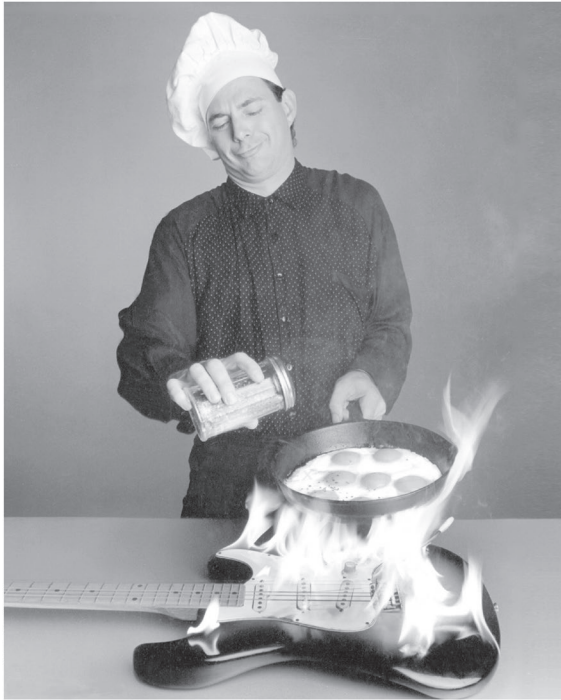
PURPOSE OF PLAN. Our growth & marketing strategy speaks to the exploding phenomenal number of “cord-cutters” — those consumers choosing to “fire” their cable companies in favor of acquiring their content online. This group uses their laptops, computers, mobile devices and Internet TV “set-top” boxes such as Apple, Amazon Fire, Chrome or Roku as an alternative to broadcast television and cable.

GUARANTEED DISTRIBUTION & RESULTS. The vast majority of TV pilots are never “picked up” for broadcast. Using Apple.com and its products to launch, we offer a 100% guarantee our product will “go live” for a 24/7 world-wide audience. Owing to Apple.com’s measurable download count, we can also guarantee delivery of views & ROI.



Rock & Roll Hall Of Fame Member
Rick Nielsen of Cheap Trick

BACKGROUND & EXPERIENCE



The Rock & Roll Chef®

Marty Larkin (aka The Rock & Roll Chef®) has been called both polymath and pioneer, with an extensive background in food & music. **He has appeared in national TV and radio spots for Kraft Foods;** He has worked with six Rock & Roll Hall Of Fame Inductees; His Totally Chipotle® Bloody Mary mix was voted #1 by the Chicago Tribune; He created the innovative “Halloween Carving Kit” for X-Acto; At last count, **he has worked with members of six Rock & Roll Hall Of Fame inductees;** His tribute band “Creedence Forever” is widely considered the world’s finest CCR tribute band, performing show worldwide, and which even 3-time Grammy® Winner P!nk hand-picked to perform for a private event.

Another seminal trademarked brand created & owned by the Chef is “The Rock & Roll Kitchen®,” a cooking & music format created & produced years before any other similar formats appeared. Its never-aired pilot featured legendary musicians including Brian Wilson (Beach Boys) and Ginger Baker

(Cream). This background in food, music, TV and marketing led to launching his full-service boutique production company, Rock & Roll Kitchen® Films, which offers product development, consulting, creative direction, film direction and voiceovers, logo & package design, with clients and projects including Kraft Foods, Harley Davidson, Sears/Kenmore, Sunbeam and more.



Steven Adler (GNR), R&R Chef & Chip Z Huff

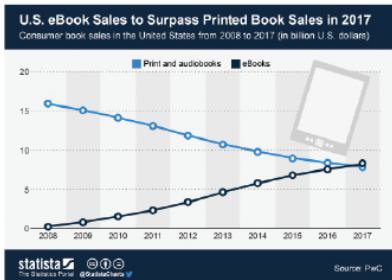
Unlike most cookbooks formatted for iBooks which feature only text & photos, RSR was created to capitalize on the powerful features of iPads and iBooks with HD video, audio, graphics, scrolling text, pop-windows and external links. Although there are other programs featuring guest rockstars cooking on camera with a host, this is now the only format featuring a celeb musician cooking solo without a host. **Another component giving RSR an edge: Hot mMusic.** RSR uses quality, original scores from top-tier musicians to drive the segments like no other cooking content.

TARGET DEMOGRAPHIC

Owing to its unique blend of cooking, music and celebrity musicians, RSR's demographic and appeal is extraordinarily wide. With a traditional core of women 24 - 54 who enjoy watching & reading cooking content, it also skews outward towards those who like rock & roll music and rockstars; add to that the loyal fans of the featured Artist, and its appeal is unmatched by any other single cooking or music format, anywhere.

EXAMPLE: Although there are several print publications with similar demographics to RSR, two examples are "Bon Appetit" and "Guitar Player."

EBOOK POPULARITY | CURRENT DATA



880 MILLION EBOOKS ARE DOWNLOADED MONTHLY FROM COMBINED PLATFORMS (APPLE, AMAZON ETC.) Largest percentage of ebooks are offered as free downloads.

APPLE REPRESENTS 25% OF THE TOTAL EBOOK (IBOOK) MARKET: 18 MILLION DOWNLOADS PER MONTH

OVER 1 MILLION CONSUMERS ARE BECOMING NEW IBOOK USERS PER WEEK*. ESTIMATED CURRENT IBOOK USERS: 175 MILLION

- OVER 1 BILLION CONSUMERS NOW OWN IPHONES AND IPADS (WORLDWIDE)
- APPLE.COM (ITUNES, IBOOKS ETC.) ENJOYS NEARLY 15 MILLION UNIQUE VISITORS DAILY.
- IBOOKS ALSO WORK ON OTHER APPLE DEVICES INCLUDING: IPHONES, DESKTOPS AND LAPTOPS NEARLY 2 BILLION OWNERS WORLDWIDE.
- 28.32% OF THE 18 MILLION APPLE EBOOK DOWNLOADS ARE COOKING/FOOD RELATED (3 OUT OF EVERY 10)

GuitarPlayer 2015

MAGAZINE AUDIENCE



284,000 DEDICATED PRINT & DIGITAL READERS



83% OF SUBSCRIBERS PLAN TO BUY A GUITAR IN THE NEXT 12 MONTHS
95% ALSO PLAY OTHER INSTRUMENTS



81% VISITED AN ADVERTISER'S WEBSITE AS A RESULT OF READING ADS IN GuitarPlayer

LOYAL & ENGAGED

- 83% OF SUBSCRIBERS READ HALF OR MORE OF THE ADVERTISEMENTS IN GUITAR PLAYER
- 70% PURCHASED A PRODUCT AS A RESULT OF READING ADVERTISEMENTS IN GUITAR PLAYER
- 80% ADVISE OTHERS ON CHOOSING GEAR
- 70% SPEND MORE THAN TWO HOURS READING AN ISSUE OF GUITAR PLAYER
- 65% DO NOT READ GUITAR WORLD
- 74% DO NOT READ PREMIER GUITAR

PLAN TO PURCHASE

- 69% PLAN TO BUY AN AMPLIFIER
- 61% PLAN TO BUY STOMPBOXES
- 70% PLAN TO BUY CABLES AND STRINGS

SERIOUS MUSICIANS

- 90% OF SUBSCRIBERS HAVE BEEN PLAYING GUITAR FOR MORE THAN 10 YEARS
- 95% ALSO PLAY OTHER INSTRUMENTS

WELL-EDUCATED & AFFLUENT

- 59% OF SUBSCRIBERS HAVE A BACHELOR'S DEGREE OR HIGHER
- HOUSEHOLD INCOME: \$105,414

PROMOTION, MARKETING AND PUBLIC RELATIONS

UNIQUE QUALITY OF PRODUCT. Due to the “first-of-its-kind” and unique quality of the product, we anticipate excellent reviews and media coverage for the first release of “Rockstar Recipes,” and also for subsequent releases featuring an ongoing lineup of Artists being filmed cooking on camera.

EDITOR’S PICK/STAFF PICK. Should RSR be chosen as an “Editor’s Pick” or “Staff Pick” by the Apple iBooks staff, it will enjoy page #1 visibility for its initial launch, which will result in greatly accelerated downloads vs. the projected monthly averages.

CONSUMER REVIEWS. We will actively solicit reviews from readers who have downloaded RSR, which will increase its download count.

SOCIAL MEDIA: We will promote & encourage fans from our combined RRK Films-owned Facebook, Twitter and Instagram accounts (approx 100k) to download & review.



YOUTUBE: We will produce a short “teaser” of the product, along with reviews from consumers & media alike for our YouTube channel and social media. **NOTE: As SEO specialists with YouTube, we anticipate substantial view-counts.**

FOOD EDITORS & PUBLICATIONS: Due to the unique nature of combining food & music, The Rock & Roll Chef® has already enjoyed feature articles in publications including The Chicago Tribune, Chicago Sun-Times and multiple other publications (regional & national), which allows us to similar interest & coverage with RSR.

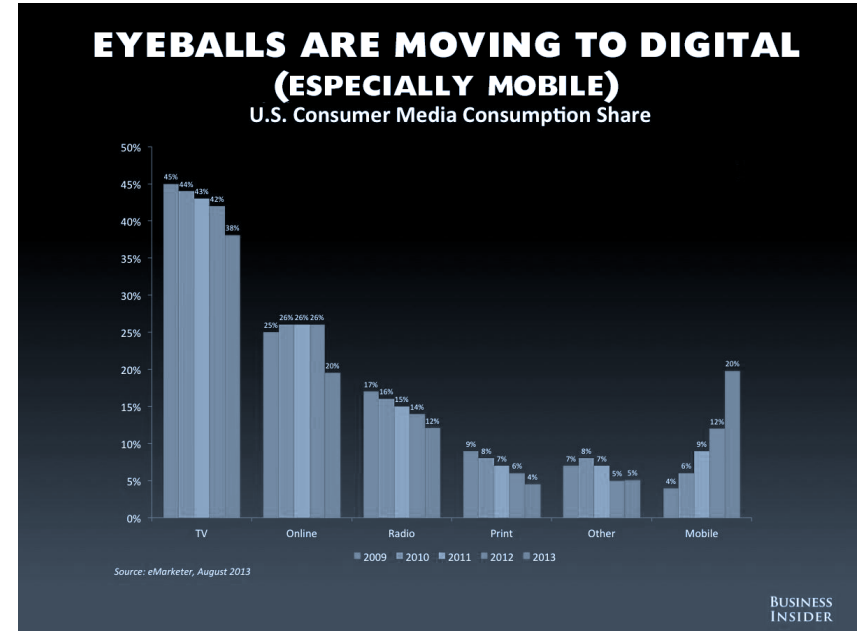
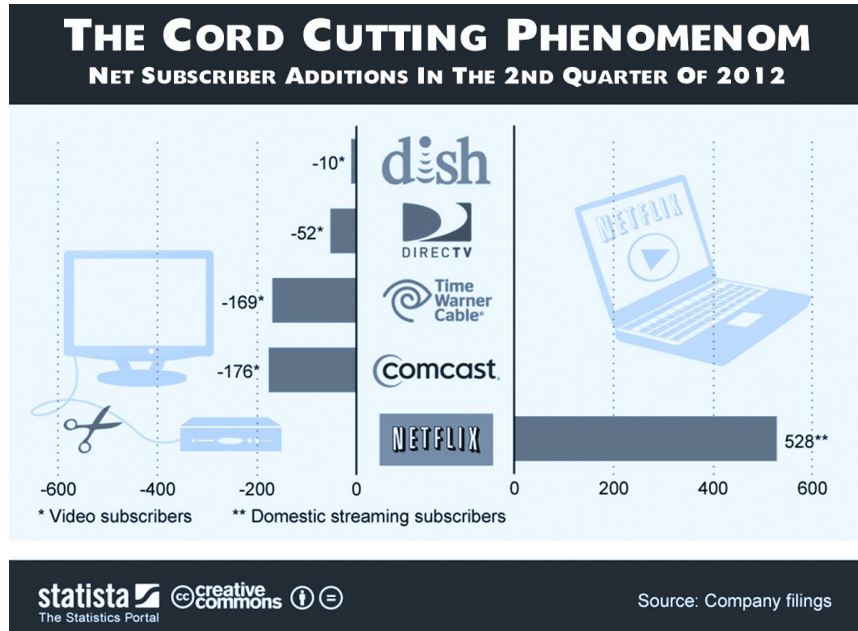
MUSIC EDITORS & PUBLICATIONS: The addition of famous rock musicians means we also project coverage from music-related writers & publications who would not typically cover food-related content.

TECH EDITORS & PUBLICATIONS. Using iBooks for distribution platform also makes RSR relevant to tech writers.

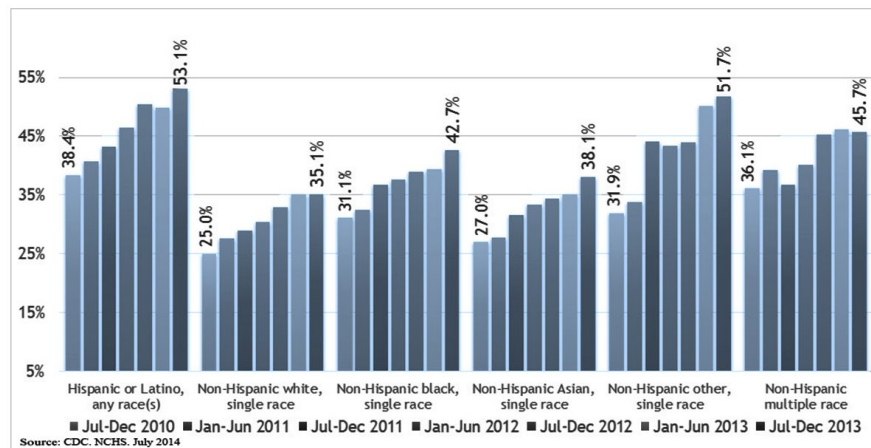
TV & RADIO INTERVIEWS. Based on numerous past appearances, The Rock & Roll Chef® has key contacts in place for promotional appearances with Superstation WGN Television (Larry Potash) and WGN Radio (Dean Richards). These are only two of the many choices available nationally to promote Rockstar Recipes.

CABLE CORD CUTTING & PLAY ON DEMAND

In addition to its innovative combination of cooking, music and rockstars — plus showcasing the powerful interactive features of iBooks— RSR is positioned to exploit the “perfect storm” convergence of mobile device popularity, cord-cutting, direct online distribution and the growing consumer trend of “play on demand” content.

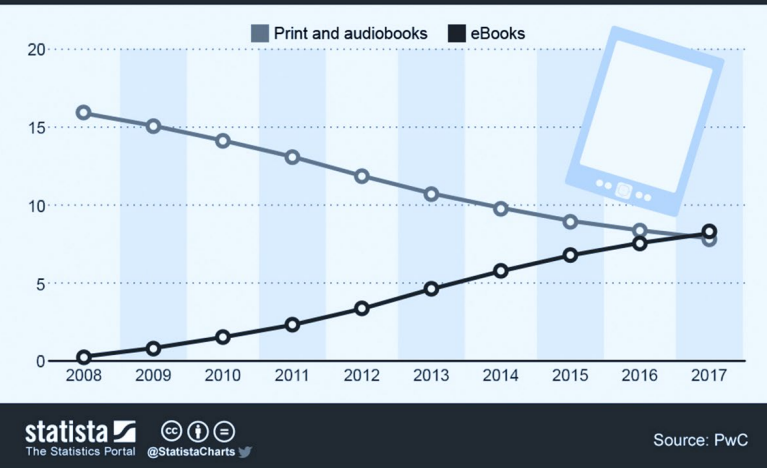


% OF U.S. ADULTS LIVING IN WIRELESS-ONLY HOUSEHOLDS BY RACE/ETHNICITY



EBOOK POPULARITY | CURRENT DATA

US eBook Sales To Surpass Printed Book Sales In 2017
CONSUMER BOOK SALES IN THE U.S. FROM 2008 TO 2017 (IN BILLIONS USD)



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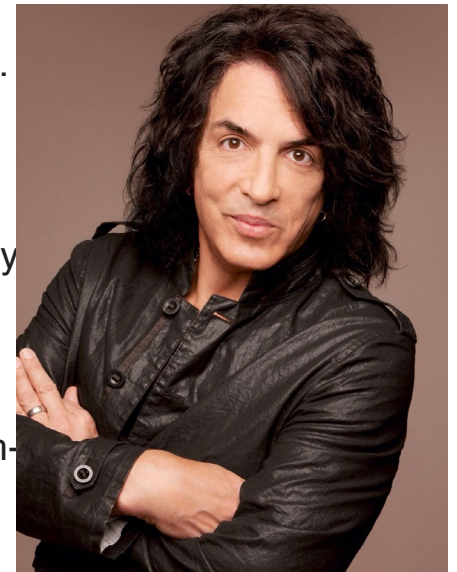
Source: Asymco.com

PROJECTIONS

Based on the number of cooking & food-related downloads on Apple.com, a conservative estimate for a quality interactive iBook featuring HD video, photos, graphics etc. with good reviews would be 40 - 50,000 units per month. However, with the addition of music and celebrity musicians, good reviews from consumers, plus professional food and music writers and publications, we project much greater numbers vs. a food-only product: as many as 100k+ per month. More, this number will jump exponentially in direct relation to the popularity of a hot featured Artist and their fanbase. **EXAMPLE: *P!nk, Lady Gaga, Paul McCartney, Jon Bon Jovi or Snoop Dogg would attract substantially more media coverage and downloads vs. lesser-known artists.***

ADDITIONAL ARTISTS, STRATEGIC PARTNERS & DISTRIBUTION

RSR and RRK Films have already captured the attention of legendary music manager Doc McGhee & company, who have expressed a desire to partner with RRK Films. Doc has managed bands such as **Guns N Roses, Bon Jovi, Motley Crue, KISS and Darius Rucker.** We project this level of interest to expand and increase with other artists and their management as we build the RSR brand, including other Artists who enjoy cooking, such as Orianthi, Paul Stanley, Dave Grohl, Sammy Hagar, Jimmy Buffett, Buddy Guy, P!nk and Paul McCartney.



Paul Stanley Of KISS

STRATEGIC PARTNERSHIPS. As RSR builds and expands its brand with additional artists, media coverage, distribution etc., we also anticipate concurrently attracting non-competitive Brand Partners who seek to take advantage of its valuable demographic. They will also promote RSR within their own media, which will create a larger footprint vs. a single partner.

ADDITIONAL PLATFORMS & DISTRIBUTION. Although choosing Apple.com and Apple products as the preferred platform to launch, RSR is not limited to Apple for distribution. All of the content can be converted & reformatted for non-Apple platforms & devices (Android, Amazon, Netflix, Hulu, Kindle, Nook, etc.). More, there is the option of packaging our content for broadcast television if/when conditions are favorable for RSR and its partners.

ROI & VALUE PROPOSITION

CUSTOM BRAND PARTNER PAGE: Multi-media page can be built to include video(s), photos, promo code, external links, audio, downloadable printout, etc. Can also be updated whenever desired (Partner provides).

ROI FOR BRAND PARTNERS: Less than 1 cent per download (1/10 of a cent). Minimum buy-in is \$1000.00 (one million download milestone), custom page is \$5000.00 for 5 million download milestone.

GUARANTEE: If per-download investment is not met with first product/Artist (Rick Nielsen), we will carry over custom page to the next Artist Chapter/s (Orianthi, Paul Stanley, etc.) until milestones are met.

MEASURABLE RESULTS: Unlike magazines, TV, radio or banner ads... iTunes/iBooks offer an EXACT download count of consumer impressions. Brand partners will also be able to gauge numbers via click-throughs coming into their URLs from the iBook.

INVESTMENT

ROADIE PACKAGE INCLUDES: Inclusion in “Thanks & Congratulations To Cheap Trick” section, Partner logo, external link to Partner site.

TOTAL THIS PACKAGE **\$1000.00**

SOUND & LIGHT PACKAGE INCLUDES ROADIE PACKAGE PLUS: 1/2 page in Rockstar Recipes page; 1 video (Partner provides), downloadable brochure (Partner provides)

TOTAL THIS PACKAGE **\$2500.00**

ALL ACCESS PACKAGE INCLUDES PRIOR PACKAGES PLUS. Full custom page inside Rockstar Recipes book. Up to 3 videos (Partner provides), popups/scrolling text box.

TOTAL THIS PACKAGE **\$5000.00**