

SECTION 2: PITCH DECK (14 Slides)

Note: Content below is designed for a visual pitch deck. Hand to creative team for design.

SLIDE 1 — Title Card

*THE ROAST OF COUNTRY MUSIC A Down Home Entertainment Production In
Association with Casey Patterson Entertainment
A Rowdy Family Reunion. Nobody's Safe.*

SLIDE 2 — The Opportunity

Live music events are the biggest business in entertainment. But live music television has been stuck in the same format for decades — and audiences are leaving.

CMA Awards viewership: down 40% since 2018

ACM Awards viewership: down 35% since 2019

Grammy viewership: down 50% from peak

The audience isn't gone. They're waiting for something that matches the energy of the culture — something loud, unpredictable, and real.

The Roast of Country Music is that something.

[VERIFY: Awards show decline percentages before pitch]

SLIDE 3 — The Precedent

THE ROAST OF TOM BRADY (Netflix, 2024)

23.6 million views in 48 hours

Most-watched live event in Netflix history

#1 trending topic globally for 18 hours

300M+ social media impressions in the first week

That was a one-off. What if it were annual? What if the fanbase were even more loyal?

SLIDE 4 — The Concept

THE ROAST OF COUNTRY MUSIC is an annual live event where the world's biggest comedians roast the world's biggest country music stars — in front of a live audience packed with artists who think they're safe.

They're not.

A small number of headliners sit in the hot seat. But the format's signature: no one in the crowd is safe. Any artist, any moment, any comedian can swing the spotlight to anyone in the room.

Think of it as a rowdy family reunion — the kind where everyone talks shit, everyone laughs, and everyone hugs it out at the end. Underneath every joke is genuine love for the culture, the music, and the people in the room.

SLIDE 5 — Why Country Music

Country music is the largest and most passionate live entertainment fanbase in America.

Country music touring revenue: \$2.1B+ annually

CMA Fest attendance: 80,000+

Stagecoach: sold out in minutes, 75,000+ per day

Morgan Wallen's 2023 tour: highest-grossing country tour in history

These fans show up. They watch together. They share everything. And they've been underserved by a live event format that actually matches their energy.

The Roast isn't just a comedy show. It's a cultural event for the biggest audience in American entertainment.

SLIDE 6 — The Host: Theo Von

Born in Covington, Louisiana. Netflix special. Top-10 podcast in the world. Audience that overlaps massively with country music fans. Fearless, unpredictable, impossible not to love.

Theo doesn't need to earn credibility with this audience. He already has it. He's not an outsider roasting the culture — he's family running the reunion.

SLIDE 7 — Year 1 Talent

THE HOT SEAT Jelly Roll — The headliner. His origin story is roast gold. Morgan Wallen — The lightning rod. The roast lets him lean into his public persona. Lainey Wilson — Broadens the demo. Can throw a punch as well as she takes one. Riley Green — The dry, unflappable wild card.

THE CROWD Ernest, Luke Bryan, Luke Combs, Chris Stapleton, Kane Brown, Kelsea Ballerini, and more. Dozens of artists. All fair game.

THE COMICS 4-6 comedians: A-list crossover names alongside Southern/country-adjacent talent.

SLIDE 8 — The Format

COLD OPEN — Theo sets the tone. HEADLINER SEGMENTS — Dedicated blocks. Comics and artists take turns. Headliner rebuts. CROWD SHOTS — Between segments, anyone in the room is a target. The signature element. THE WILD CARD — One surprise

moment per year nobody sees coming. THE CLOSER — Final headliner gets the biggest segment and the last word.

Runtime: 90-120 minutes live

SLIDE 9 — The Franchise

This isn't a special. It's an annual tentpole.

Year 1: Prove the format. Cultural moment. Year 2: Must-see tradition. Artists campaign for the hot seat. Year 3+: Institution. Legacy artists. Format evolution. Potential expansion.

Getting roasted becomes the new getting nominated. The franchise grows itself.

SLIDE 10 — Revenue Model

Five revenue streams from day one:

Streaming Rights — Annual licensing deal. Franchise model commands premium.

Live Gate — Ticketed at the Ryman. Scarcity drives exclusivity.

Sponsorship — Endemic brands who can't authentically activate in awards shows.

Digital/Social — Post-show clip sponsorship and monetization.

Merch & Ancillary — Event merchandise, extended cuts.

SLIDE 11 — The Numbers

(See Section 3 for full detail — simplified version for the deck)

| | Conservative | Moderate | Aggressive | |---|---|---|---| | Total Revenue | \$18.9M | \$29.2M | \$43.2M | | Total Costs | \$17M | \$19.5M | \$24M | | Net Profit | \$1.9M | \$9.7M | \$19.2M |

Profitable in Year 1. By Year 3: \$20M+ annual profit potential.

The franchise commitment is the financial unlock. This isn't a one-off — it's recurring, predictable, premium annual revenue.

SLIDE 12 — Venue: The Ryman

The Mother Church of Country Music. Getting roasted in her own house.

2,362 seats. Intimate enough that no one is safe. Iconic enough to sell the gravity.

"You can't be there. But you can watch."

SLIDE 13 — Why Down Home

Down Home Entertainment was built to tell stories that capture the heart and spirit of America. Our audience is everyday Americans. Our characters are underdogs and unlikely heroes. Our tone is optimistic, warm, and real.

A roast — done right — is all of those things. It's a room full of people who came from nothing, made it to the top, and love each other enough to say the worst things imaginable to each other's faces.

That's not edgy for edgy's sake. That's a rowdy family reunion.

With Casey Patterson producing and Down Home as the creative home, this event has the credibility, the relationships, and the cultural authority to pull Nashville into the room and make them laugh at themselves.

Nobody else can do this. We can.

SLIDE 14 — The Team

Down Home Entertainment — Studio & franchise owner

Casey Patterson Entertainment — Showrunner & producer

Theo Von — Host

[Streaming Partner] — Distribution

SLIDE 15 — The Ask

We are seeking a streaming distribution partner for an annual live event franchise.

This is the most-watched live event you haven't made yet.

SECTION 3: BUSINESS MODEL (Specialist-Reviewed)

Reviewed by market analyst and production specialist perspectives. Numbers are informed estimates based on comparable live events — verify with actual vendor quotes and talent negotiations before finalizing.

PRODUCTION BUDGET

| Line Item | Low | High | Notes | |---|---|---|---| | Host (Theo Von) | \$2M | \$4M | Lock quickly — his quote is rising. | | Comedians (4-6) | \$2M | \$4M | A-list comics \$500K-1M each. Mid-tier \$100-250K. | | Headliner Appearance Fees | \$1M | \$2M | \$300-500K per headliner. Some may discount for cultural capital. | | Crowd Artist Costs | \$400K | \$750K | Stipends, travel, hotels, hospitality for 20-30 artists. | | Producer (Casey Patterson) | \$1M | \$2M | Producing fee + her team. The premium for proven execution. | | Writers' Room | \$500K | \$1M | Head writer + 6-8 staff. 8-12 weeks. Roast-experienced writers command premiums. | | Venue (Ryman) | \$150K | \$300K | Rental, insurance, permits. Include rehearsal days. | | Technical Production | \$5M | \$8M | Multi-camera live broadcast (10-15 cameras), lighting, sound, set design/construction, LED, control room/OB truck, fiber uplink, full crew (150-200+), 2-3 days rehearsal. This is the biggest line item. Do not underspend here. | | Post-Production | \$200K | \$400K |

Highlights package, social cuts, potential extended/uncensored version. | | Marketing & PR | \$500K | \$1M | Down Home's share. Streamer spends their own on top. Talent social activations, press tour. | | Insurance & Legal | \$300K | \$500K | Live event insurance, talent contracts, music licensing, joke clearance. | | Security | \$150K | \$300K | Personal details for headliners, venue security, crowd management. | | Talent Hospitality / Green Rooms | \$100K | \$250K | Dressing rooms, catering, lounges. Ryman backstage is limited — may need temp build-out. | | Travel & Transportation | \$200K | \$400K | Charter flights, SUV services, hotel blocks for non-Nashville talent. | | Hair / Makeup / Styling | \$75K | \$150K | On-camera talent — budget for a team covering 30+ people. | | Show Systems (Teleprompter, Comms) | \$50K | \$100K | Prompter, show calling systems, IFB, comms network. | | Contingency (10%) | \$1.3M | \$2.4M | Live events always cost more than planned. | | | | | TOTAL PRODUCTION BUDGET | \$14M | \$26M | | | Sweet Spot | | \$16-20M | |

REVENUE PROJECTIONS

Streaming Rights

| Scenario | Annual Fee | Assumptions | |---|---|---| | Floor | \$12-15M | Single streamer, no competition, Year 1 only | | Realistic | \$18-24M | Competitive pitch, 2-3 year commitment | | Ceiling | \$28-32M | Netflix vs. Amazon bidding war, franchise premium |

Key negotiation points:

- Down Home must retain franchise IP ownership. Streamer licenses the event, doesn't own it.
- Push for multi-year deal with escalators — Year 2 fee increases 15-20% if Year 1 hits viewership benchmarks.
- Sponsorship revenue split — negotiate explicitly. Ideally Down Home retains all or most.
- Ad revenue sharing — if platform runs ads on live broadcast, negotiate a rev-share or bake into licensing fee. Live, unskippable ad inventory is extremely valuable. Could add \$3-5M in annual value.

Live Gate

| Tier | Seats | Price | Revenue | |---|---|---|---| | Floor / VIP (first 8-10 rows) | ~300 | \$1,500-2,500 | \$450K-750K | | Premium (rows 10-25) | ~600 | \$750-1,200 | \$450K-720K | | Standard | ~1,000 | \$350-600 | \$350K-600K | | Upper / Balcony | ~400 | \$200-350 | \$80K-140K | | VIP Packages (meet & greet, after-party) | 50-100 | \$3,000-5,000 | \$150K-500K | | Corporate/Brand Table Packages | 5-10 | \$10,000-25,000 | \$50K-250K | | Charity Auction (Golden Tickets) | 10-20 | Auction | \$200-500K | | TOTAL LIVE GATE | | | | \$1.5-3M |

Sponsorship

Tier	Count	Price Each	Revenue	Presenting Sponsor	1	\$2-4M
				Category Sponsors	3-4	\$300K-750K \$900K-3M
				In-Show Integrations	2-3	\$250-500K \$500K-1.5M
				TOTAL TRADITIONAL SPONSORSHIP		\$3.5-8.5M
				Digital/Social Clip Sponsorship	—	\$500K-1M
				TOTAL ALL SPONSORSHIP		\$4-9.5M

Note: Year 1 sponsorship will be lower without ratings data to sell against. Category sponsors in particular may come in at the low end. Year 2+ scales significantly once viewership is proven.

Merchandise & Ancillary

Stream	Estimate	Event merch (live + online)	\$200-500K	Post-show clip licensing / monetization	\$100-300K	Extended/uncensored version	\$250-500K
		TOTAL	\$550K-1.3M				

YEAR 1 P&L SUMMARY

	Conservative	Moderate	Aggressive	REVENUE				
Streaming Rights	\$13M	\$20M	\$30M	Live Gate	\$1.5M	\$2.2M	\$3M	
Sponsorship	\$3.5M	\$5.5M	\$8M	Digital/Social Sponsorship	\$500K	\$750K	\$1M	
Merch & Ancillary	\$400K	\$750K	\$1.2M	Total Revenue	\$18.9M	\$29.2M	\$43.2M	
				COSTS				
Production Budget	\$16M	\$18M	\$22M	Overhead & Admin	\$1M	\$1.5M	\$2M	
Total Costs	\$17M	\$19.5M	\$24M	NET PROFIT	\$1.9M	\$9.7M	\$19.2M	

Profitable in all three scenarios. The moderate case — roughly \$10M net from a single night of television — is the anchor for your pitch.

FRANCHISE ECONOMICS (Years 2-5)

	Year 1	Year 2	Year 3	Streaming Rights	\$20M	\$23-24M	\$26-28M
				Live Gate	\$2.2M	\$2.5-3M	\$3-4M
				Sponsorship	\$6.25M	\$8-10M	\$10-13M
				Merch & Ancillary	\$750K	\$1-1.5M	\$1.5-2M
				Total Revenue	\$29.2M	\$34.5-38.5M	\$40.5-47M
				Production Costs	\$19.5M	\$18-19M	\$18-20M
				Net Profit	\$9.7M	\$15.5-19.5M	\$22.5-27M

Based on moderate scenario with 15% annual streaming escalators, growing sponsorship base, stabilizing production costs.

By Year 3, this is a \$20M+ annual profit engine from a single night of television.

KEY RISKS & MITIGATIONS

Risk	Mitigation
Theo Von's price rises before deal closes	Move immediately. His current window is the best it'll be.
Streamer lowballs — no Brady-level singular star	Competitive bidding between platforms. Franchise model is the leverage.
Year 1 underperforms viewership	Multi-year deal protects downside.

Format evolves for Year 2. | | Tonal misfire damages talent relationships | Casey Patterson's vetting process. Tone bible. Artist segment approvals. | | Country music community backlash | "Rowdy family reunion" positioning. Talent presence in the room proves buy-in. | | Year 1 sponsorship below projections | Endemic brands already spend heavily in this space. Lower risk if event is confirmed with named talent. | | Production budget overrun | 10% contingency built in. Lock vendor contracts early. |