



310 Innisfil Street  
Barrie, ON, L4N 3G3  
Tel: 705-828-5605  
[production@fivepointsmedia.ca](mailto:production@fivepointsmedia.ca)  
[www.fivepointsmedia.ca](http://www.fivepointsmedia.ca)  
[www.facebook.com/FivePointsMedia](https://www.facebook.com/FivePointsMedia)

Five Points Media is a community-focused social enterprise broadcast-quality media service that offers a non-judgemental voice to those who are often overlooked by society. Those groups include but are not limited to:

- Charities
- Not-for-profit benevolent individuals and groups – health and social related
- Grassroots community organizations
- Women's rights advocates
- Ethnic and cultural groups seeking equality for all
- The LGBTQ community
- The poor, homeless, and disenfranchised
- The disabled and the infirmed
- Those dedicated to helping others
- Social enterprises

**Five Points Media fills a gap, as mainstream media is limited in its ability to serve charities, benevolent groups, and the various special needs components of our society.**

Five Points Media is a division of 3B Solutions; a commercial video production company that brings the experience of a widely diversified 30 year history in international journalism and documentary production. However, Five Points Media is a social enterprise that provides production crew and equipment free of charge or at cost to selected charities and not-for-profit groups. In order to be able to provide those donated services, we also offer dramatically reduced rates to other vetted charities, and to selected benevolent organizations and social enterprises that charge for their services or which receive government funding.

**During 2016 / 2017 our team has been rated "Best Videographers in Barrie" by "Three Best Rated"**

Our producer, John Ironside, believes strongly in the need for a social conscience, and that all people have a responsibility to help each other. As such, through 3B Solutions he extended the offer of assistance to charities and benevolent organizations. The response was massive, and the demand became so overwhelming that John created Five Points Media to answer the call. Essentially, we were helping so many charities and community groups that the 3B Solutions brand as a commercial video production company was becoming confused.

**Several of our community videos have been viewed by more than 30,000 local residents.**

Profits earned through this social enterprise will be distributed evenly to the [Royal Victoria Regional Health Centre](#), the [Women and Children's Shelter of Barrie](#), and the [Glowing Hearts Community Give and Get Centre](#).

**Your community channel in Barrie and Simcoe County**

## Local Online Networking

One of the main advantages of sponsoring our community productions is the network of like-minded local entrepreneurs, which offers countless means of introduction and various potential sources of income to every Community Partner. Five Points Media, without any outside help, managed to reach tens of thousands of local residents with just the power of video, so imagine what will happen when dozens of companies share our posts on both their business and personal social media. In such a scenario, fifty posts can reach 1.5 million people.

**That is why we want exclusive agreements with local businesses in various non-competing categories.**

Through our complimentary network, a local baker will promote not only their own business, but also a car dealership, and a book store, and a tailor, and dozens of other local businesses. Meanwhile, those same businesses are reciprocating that advertising to the baker's potential clients at no extra cost to anybody.

**The exclusive status is the same principle used by BNI and other networking groups.**

Small businesses do not have the advertising clout of the big box and chain stores that often have dozens or hundreds of outlets. As such, they cannot compete in advertising or self-promotion; at least not alone. By working together in an online network and supporting both the community and charities in our region, local business owners will enjoy a much greater reach than can be attained on their own.

**As our network expands and our following grows, more local people will be reached with each video.**

The image relayed through these community partnerships will also be one of support, community involvement, benevolence and caring. Community Partners will be able to show how they help and support the community and various charities, not just once or twice a year but several times every week. We all know it is important to stand behind local charity events, and it is good for business when those you support show appreciation for your contributions. Now imagine the influence of posting about your community support several times a week and being credited as a sponsor on videos seen by tens or hundreds of thousands of local people.

**Our videos attract attention to events, which helps the charities and groups raise more funds.**

We invite everybody to review the [Testimonials](#) page on the [Five Points Media](#) website. On that page are numerous written and video endorsements by organizers and fundraisers from many well-known local charities and benevolent groups that have benefitted from our community media services.

**Our process is not focused on profit, so it works to the advantage of both community and business.**

When amortized over the year, Community Partners will invest about \$60.00 per video to reach thousands of people within their community. With the expansion of our network, that number will grow exponentially to many times what it had been just a few months before. Each business will share our posts in their own best interests, and in doing so they will simultaneously support the community group that is the subject of the video, and also the overall economy of Barrie as more local partner businesses enjoy the backspin of each other's actions.

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**The following rates are subject to change without notice, and are guaranteed only for September 2017.**

**Silver Level Partnership** – Valued at \$250.00 per month with no contract

1. Each business will be included in text form at the end of each video.
  2. All business will be able to share the video on social media and disclose their involvement and support.
  3. Each business will enjoy the advantage of being seen as a sponsor through the network.
  4. This level does not include an expectation of exclusivity nor inclusion of a logo or contact information.
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**Gold Level Partnership** - Valued at \$500.00 per month with no contract

1. Each business will be included in graphic form at the end of each video – either logo or location.
  2. All business will be able to share the video on social media and disclose their involvement and support.
  3. Each business will enjoy the advantage of being seen as a sponsor through the network.
  4. This level does not include an expectation of exclusivity and it includes both logo and contact info.
  5. This level is only available for as long as a Platinum Partnership does not exist.
  6. Once a Platinum Partnership is established within any given industry all Gold Partnerships will end.
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**Platinum Level Partnership** - Valued at \$500.00 per month on a twelve month contract

1. Each business will be included in graphic form at the end of each video – either logo or location.
2. All business will be able to share the video on social media and disclose their involvement and support.
3. Each business will enjoy the advantage of being seen as a sponsor through the network.
4. This level includes a promise of industry exclusivity and it includes both logo and contact info.
5. Once a Platinum Partnership is established within any given industry all Gold Partnerships will end.
6. Each Platinum Partnership will include logo or location picture inclusion on our webpage carousel.
7. Platinum Partnership include a video, produced by our crew, in which the partner can detail their community involvement, their philosophy of helping others, their environmental protocols, etc.
  - It is recommended that the focus of the video should be on the community benefits and contributions offered by the business, rather than details about their product or service.
8. The Platinum Partner will also enjoy free use of that video at their discretion, including on social media.
9. A custom page will be created on our website to show the video and include information about each Platinum Partner, which will be linked to the logo carousel on every page. One click will make the link.
10. One video will be played featured on a rotating cycle on the Five Points Media Facebook page.
11. Sponsorship via the Platinum Partnership is on a 12 month basis, due to the pre-creation of a custom video and inclusion in our website, etc. As such, two payment options are available.
  - I. The business will forward \$2000.00 <sup>+HST</sup> when agreeing to support the community through Five Points Media, and will then pay \$500.00 per month for the next ten months with no payment for the last two.
  - II. The Platinum Partner pays up front a total of \$6000.00 <sup>+HST</sup> to cover the 12 months of advertising, the value of the video, and the cost of creating the custom webpage for inclusion in our website. The upfront payment reduces the investment by \$1,000.00 over the year.

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