



FC PRODUCTIONS

HEAD HUNTERS

CELESTINE GLASS PROJECT

Head Hunters-Celestine Glass Project challenges master glass artist Jonathan Killman and 5 top artists to team up and create glass blowing history.

THE HOOK

Glass blowing like you've never experienced before

Welcome to the world of contemporary glass art and artists. We invite you behind the scenes and into our studio, for what promises to be a spectacular and visually captivating journey into the underground world of so-called "Degenerate glass art."

In this eye-opening series, we push some of the headiest glass artists in the scene to their absolute limits. Five-person teams work together as they attempt to create the worlds largest borosilicate art glass pieces—all in our virtual gallery. Here viewers can visit for a chance to own a piece of art history, and find resources to help them learn more about, and even enter this highly creative industry.



THE VISION



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5 Artists + 5 Days
All the tools and materials they could ever use
working together to complete their own
CELESTINE GLASS PROJECT

WHAT MAKES THIS SHOW UNIQUE?

#1

AN IN-DEPTH AND PERSONAL BEHIND-THE-SCENES LOOK AT BORO GLASS ART

Past and present, we look at the history of borosilicate glass art and watch current cutting-edge artists in action as they compete for the #1 spot in the Head Hunters Celestine Glass Project.

#2

IF CANNABIS SHOWS CAN BE SUCCESSFUL, THEN THIS WILL BE AN INSTANT HIT!

Recent cannabis reform has legitimized this formerly "degenerate glass art." Now demand for high end borosilicate glass pipes has grown at a record pace. Cannabis shows have proven highly successful, and pulling from the same demographic, it's a dedicated audience. In fact, it's growing daily, and with federal reform on the horizon—there is no end in sight.

#3

SPECIAL GUESTS, WORLD-RENOWNED ARTISTS, AMAZING ARTWORK AND FIRE!

Blending fresh content, ideas and essential elements together with positive long-term goals for creators and partners, we're creating a cutting-edge series that not only pushes the limits of glass art, but glass art shows themselves.

THE GUESTS



**JONATHAN
KILLMAN**

Host/Personality

Executive Producer
Jonathan Killman has been glassblowing since 1994. The founder and lead artist at Chong Glass has instructed 200+ students & apprentices.



**MATHEW
SIMPSON**

Guest

Mathew has been blowing glass since 1995. He worked at Chong Glass from 2000-2003 before going solo. He is currently a full-time glass artist.



**JOEL
MEYERS**

Guest

Jolex has been working with glass since 1999. He's been featured in shows from LA to Zurich, and remains a steady glass contributor and collaborator.



**NATHAN
ADAMI**

Guest

Nathan has been working with borosilicate for over 16 years. He has created over 750 unique pipes for his metal series.



**ALEX
VICNAIR**

Guest

Alex has been blowing glass for 25 years. He competed in and won the Glass Champs in Vegas and was the lead artist organizer for AGI.



**WHITNEY
HARMON**

Guest

Whitney started lampworking in 1999, doing basic production work until about 2007. He created the color changing quartz product, known as the Thermochromic Bucket.

THE TEAM



**MICHAEL
FRANZ**

Producer / Director

Emmy Award-Winning Producer with credits on Sports Illustrated, TIME, Microsoft, NBC, and the Olympics



**CHAD
COPELAND**

DP

Award Winning DP with credits on BBC: Planet Earth, Nat Geo, Discovery, Microsoft, NETFLIX, Amazon Prime, UFC, NBC Sports



**CARRIE
DAVIS**

Producer

Senior Marketing executive with extensive, award-winning experience in the travel and adventure industry



**MELISSA
GILBERT**

Brand Manager

Experienced PR, Brand, management professional, Celebrity agent and manager



**NICK
BROSCO**

Editor

Experienced Editor with credits on Project Runway, Top Chef, and Watch What Happens Live



**REBECCA
HUSTON**

Social Media / Marketing

Experienced Social Media and Marketing, professional, Credits on What the Festival, Seattle Yellow Cab

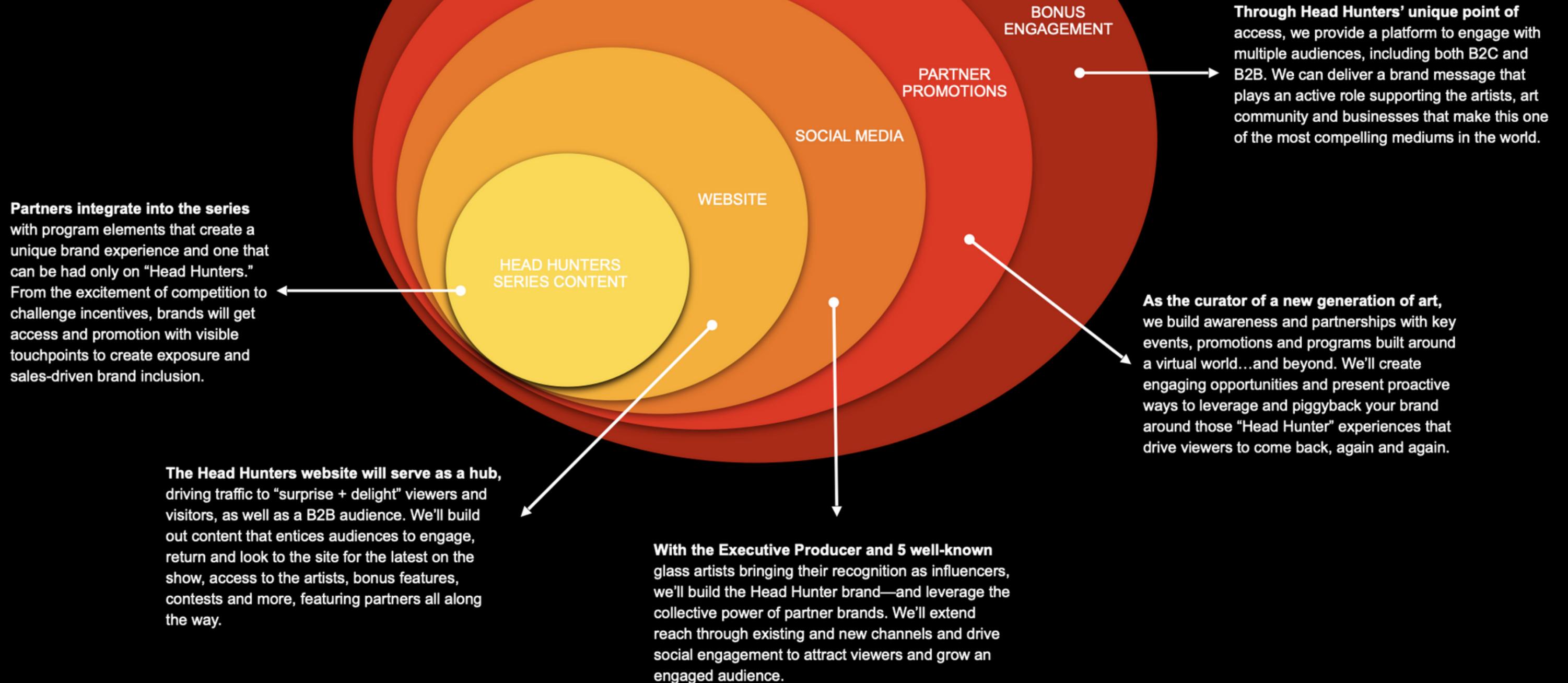


PARTNERSHIP

Head Hunters Celestine Glass Project presents a unique opportunity to partner and promote your product or company with strategic product placement, usage and brand awareness.

As part of our team, we'll create strategic brand connections and alignment through one-of-a-kind experiences and original content. With your support, we'll highlight the extraordinary products and services our partners carry, and the inextricable effects we can create for your brand or company.

BRAND ENGAGEMENT



SOCIAL MEDIA STRATEGY

60 DAYS OUT

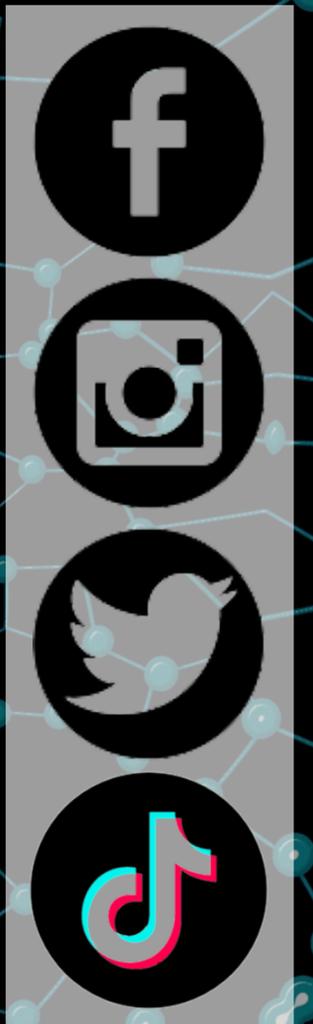
- Media outreach (via email & twitter) to editors, websites, local news stations of partner cities, cannabis and craft glass bloggers. (Month or two prior to launch.)

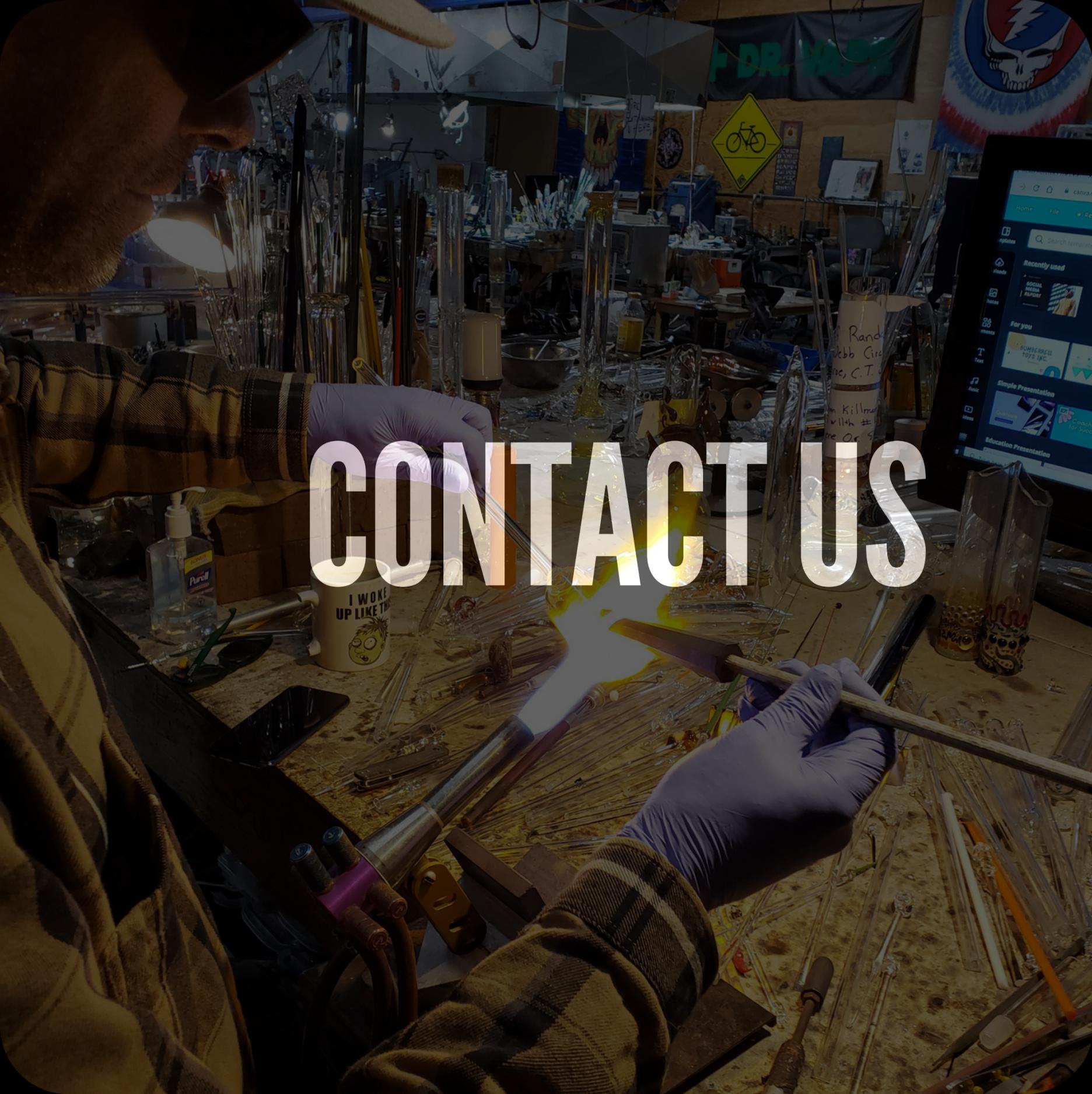
30 DAYS OUT

- Establish recognizable identity/hashtag and interest through teasers with video clips across FB/IG/Twitter/TikTok. Video clips will be crafted to highlight individual Head Hunters partners for specific promotional use to their audiences. Post these teasers on YouTube as well.
- Rough estimates:
 - 7,800,000 paid REACH across Facebook & Instagram utilizing cannabis & glass blowing interests - broad targeting on age/demographics - entire US
 - 1.5k - 4.3k daily reach using \$10/day REACH budget (FB, IG & Audience Network partners - YouTube, other websites, ads will be placed in newsfeeds as well as in-stream while viewers are watching videos on platforms)

LAUNCH

- Switch to Engagement ads which direct people to take an action (click to visit a site)
- Rough estimates:
 - 9,200,000 paid reach for ENGAGEMENT ads (driving people to website or Roku channel)
 - 512 - 1.5k daily reach using \$10/day ENGAGEMENT budget across (FB, IG & Audience Network partners - YouTube, other websites) with anticipated engagement of 67-193 clicks/day
 - 767 - 2.2k and 100-289 anticipated daily clicks at \$15/day





CONTACT US

WEBSITE

www.celestineglass.com

(purchased - in development)

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