PRODUCTION FLOW

The PRODUCTION FLOW is the financial basis of the company, fueling your SCHOOL DIVIDENDS. Our sales team is selling SPRONSORSHIP for the events of your school. The SPONSORS have an EXPECTATION OF PERFORMANCE of the PRODUCTION FLOW, based on their purchase of SPONSORSHIP on your events.

- **OPENING (Beginning of an Event)**
  o Every SCHOOL EVENT is started with the SCHOOL LOGO (LAYER 2 TILE 1) and background MUSIC (LAYER 1 TILE 1) playing
  o AUDIO AD PLAYLIST (HOTKEY 3) will be activated with CUT TRANSITION. The entire AUDIO AD PLAYLIST must be played at least once
  o BOTTOM THIRDS PLAYLIST (HOTKEY 2) will be activated with CUT TRANSITION. The entire BOTTOM THIRDS PLAYLIST must be played at least once
    ▪ This process activates MUSIC (LAYER 1 TILE 1) and your AUDIO (LAYER 2 TILE 2). Both MUSIC and your ANNOUNCERS will be heard in the livestream
  o CLEAR THIRDS (HOTKEY 5) will be activated with SMOOTH TRANSITION
    ▪ This process deactivates MUSIC and BOTTOM THIRDS
  o SCOREBOARD (HOTKEY 6) will be activated

    LOGO/MUSIC ~ 3 then ENTER ~ 2 then ENTER ~ 5 then SPACE ~ 6

- **TIME-OUT, QUARTER, and INJURY**
  o AUDIO AD PLAYLIST (HOTKEY 3) will be activated with CUT TRANSITION. The AUDIO AD PLAYLIST must be played until the Time-Out, Quarter Break, or Injury is over.
  o BOTTOM THIRDS PLAYLIST (HOTKEY 2) will be activated with CUT TRANSITION. The entire BOTTOM THIRDS PLAYLIST must be played at least once
    ▪ This process activates MUSIC (LAYER 1 TILE 1) and your AUDIO (LAYER 2 TILE 2). Both MUSIC and your ANNOUNCERS will be heard in the livestream
  o CLEAR THIRDS (HOTKEY 5) will be activated with SMOOTH TRANSITION
    ▪ This process deactivates MUSIC and BOTTOM THIRDS
  o SCOREBOARD (HOTKEY 6) will be activated

    3 then ENTER ~ 2 then ENTER ~ 5 then SPACE ~ 6

- **HALFTIME**
  - o AUDIO AD PLAYLIST (HOTKEY 3) will be activated with CUT TRANSITION. The entire AUDIO AD PLAYLIST must be played until halftime is over.
  - o BOTTOM THIRDS PLAYLIST (HOTKEY 2) will be activated with CUT TRANSITION. The entire BOTTOM THIRDS PLAYLIST must be played at least once
    - ▪ This process activates MUSIC (LAYER 1 TILE 1) and your AUDIO (LAYER 2 TILE 2). Both MUSIC and your ANNOUNCERS will be heard in the livestream
  - o CLEAR THIRDS (HOTKEY 5) will be activated with SMOOTH TRANSITION
    - ▪ This process deactivates MUSIC and BOTTOM THIRDS
  - o SCOREBOARD (HOTKEY 6) will be activated

    3 then ENTER ~ 2 then ENTER ~ 5 then SPACE ~ 6

- **ENDING (End of Game)**
  - o Every SCHOOL EVENT is ended with the SCHOOL LOGO (LAYER 2 TILE 1) and background MUSIC (LAYER 1 TILE 1) playing

PRODUCTION FLOW
CHEATSHEET

- **OPENING (Beginning of an Event)**

LOGO/MUSIC ~ 4 then SPACE ~ 3 then ENTER ~ 2 then ENTER ~ 5 then SPACE ~ 6

- **TIME-OUT, QUARTER, and INJURY**

  3 then ENTER ~ 2 then ENTER ~ 5 then SPACE ~ 6

- **HALFTIME**

  4 then SPACE ~ 3 then ENTER ~ 2 then ENTER ~ 5 then SPACE ~ 6

- **ENDING (End of Game)**

  o Every SCHOOL EVENT is ended with the SCHOOL LOGO (LAYER 2 TILE 1) and background MUSIC (LAYER 1 TILE 1) playing