

## Mauiva

### **Concept: Revival**

Southern Baptist Revival meets James Brown in concert, a satirical, uplifting, fast-paced, and energetic event that compares and contrasts a Mauiva vacation with more traditional vacation models.

A choir kicks it all off by making its way through the audience belting out a good old fashioned up-lifting gospel tune. They reach the stage, where a band has begun to accompany them. A solo artist breaks out and comes to a crescendo as we hear the MC, off-stage - beginning his sermon.

The tension builds until he is lowered down from the ceiling (if possible), all the while working the audience. The remainder of the show has the ebb and flow of a revival / rock show, alternately building tension and releasing it, the MC using video, the band, and the choir to extol the virtues of the Mauica vacation experience.

Elements:

- Choir
- Band
- Video

Budget: \$50,300.00

Event Day: \$19,740.00 (Takes into account rehearse on-site, excludes tech costs associated with venue. Cost does not include additional promotional materials for conference at large, nor any music license should it become necessary.)

## **Concept: Dinner Party / Twilight Zone**

We are entertained by World Traveler John as he shows his slide show to his captive dinner guests. There are bad locations, bad frames, cheesy outfits – the world's biggest ball of yarn – but mostly snapshot after snapshot of waiting to do something. Drive by shots because there wasn't enough time to actually stop and enjoy the view. The host bores us to death with vacation details.

Lights go down and the narrator comes up in a spot light. With a Rod Serling type delivery he points out how we have all been there – trapped by the baby pictures, the vacation pictures, the sci-fi / comic book convention stories.

Back to dinner party – we hear the inner thoughts of the dinner guests:

“Poor Mary, Dick is such a bore”

“And to think I am missing a Rotary Club meeting for this!”

“Kill me now!”

“If there were only another way.”

Back to Narrator who answers the question – yes there is another way. Imagine how things would have been different. He describes a Mauiva vacation. Lights come up on a hipper dinner party, host is a delight, hostess charming, we see pictures and video from a Mauiva vacation while host points up the features and benefits of a Mauiva vacation. Again, we hear the inner thoughts of the guests:

“Dick is such a man's man.”

“Mary, how do you do it?”

Narrator iterates the key features and benefits of a Mauiva vacation, finishing with stirring video / music of Mauiva possibilities.

Elements:

- Fifties style décor and dress
- Pictures and video

Budget: \$47,600.00

Event: \$17,710.00

### **Concept: What I Did on Summer Vacation**

A boy, aged 8 – 12 reads his “What I did on Summer Vacation” report.

Two approaches:

- He recounts the tale of how he had the greatest vacation, but in reading it we find out that everything went wrong (flat tires, no reservations, sub-standard attractions).
- He has the worst vacation, because all he wanted to do was play his games while on the bus, in the car, etc. Though in telling the story, he is finally won over by the Mauiva vacation

Elements:

- VO of boy reading report
- Pictures and video of vacation

Budget: \$35,200.00

Event: \$1,000.00 (This estimate does not account for any live interactive elements other than video.)

## **Concept: Vacation Horror Stories**

Launch a contest to solicit vacation horror stories. The top story gets to go on a Mauiva vacation (In this case it would have to be the beta trials occurring soon). Interviews are conducted documentary style before, during and after the vacation experience. Additionally, a film crew will accompany the family on the vacation in order to get footage of their experience. The footage is cut into a presentation comparing and contrasting previous experiences with the Mauiva experience, with an emphasis on the key benefits of the Mauiva experience: More experience – less travel, hassle free travel experiences, Mauiva's personal touch.

Alternate approach:

Due to time constraints, instead of mounting a contest, we use the participants in the beta vacations. We solicit their vacation horror stories, choose the most compelling and interview them before, during and after the Mauiva vacation. Footage is intercut with any footage / picture that we can get from the participants and intercut with their current experience and interviews.

Elements:

- Moderator / Narrator who drives the presentation, iterates key points and provides audience interaction.
- Video presentation w/ interviews, photos, footage from trip (initial video done in the vein of the Warner Brothers horror classics of the thirties).
- Keep it straightforward or add live skits, stunts or pranks illustrating some aspect of the presentation / feature and benefits. i.e. – three ring circus concept / snail race / dinner party (twilight zone).

Budget: \$47,800.00

Event: \$10,200.00 (Takes into account rehearsal time.)

## **Concept: Kitchen Sink**

Several travelling mimes wander through the audience as people are getting seated. They sit in a particular place for extended periods of time. One has a pinwheel. Big yawn. They are waiting and BORED out of their minds. Giant watches they check constantly. All their travel brochures are stamped with WTF TRAVELWORLD TRAVEL FUN - WE TRAVEL FAR - WELCOME TO FUN (and it's anything but)

As we get started, our Host, Charles Thornhill the First of WTF Travel, rappels from the ceiling. Spotlight all the way down.

We combine elements for the Revival and the Dinner party to create mass Travel chaos that our Mauiva Rep saves us from.

We are accosted by a costumed Boll Weevil, a gospel choir, and a patience testing family vacation horror video before we come to the realization that Mauiva delivers something no one else in the market is. The personal 'see it all' first hand touch.

The Mauiva rep easily wins over all the characters as we are inundated with paper air planes with the Mauiva creed on them.

### Elements:

- Moderator / Narrator who represents the WTF travel agency that sets up our Mauiva rep Both drive the presentation, iterates key points and provides audience interaction.
- Video presentation w/ interviews, photos, footage from bad trip trumped by the Mauiva presentation.
- Augmented with characters directly in the think of our audience.

Budget: \$60,700.00

Event: \$10,200.00 (Takes into account rehearsal time.)

**Time line:**

**March 14 - March 18**

Rough draft of script and proposal  
Style guide procured

**March 21 – March 25**

Preliminary casting in Orlando and San Francisco  
Crew on hold  
Compile Vendor lists  
Gather elements for video and marketing

**March 29 – April 1**

First Draft of script submitted  
Crew bookings continue  
Vendors procured  
East Coast Beta test for Mauiva?  
Outline for video in place  
Marketing materials approved

**April 4 – April 8**

Rewrites of script  
Casting in Orlando  
All Cast, crew and vendors confirmed  
Wardrobe confirmed

**April 11 – April 15**

Script locked  
**All creative in place**  
West Coast Beta test for Mauiva?

**April 18 – April 22**

Finalize all deliverables  
Travel to San Francisco to confirm all vendors, facility.  
Casting in San Francisco

**April 22 ALL DELIVERABLES DUE TO POWWOW COMITTEE**

**April 25 – May 2**

Rehearsal Orlando  
Edit video

**May 2 – May 6**

Video Sweetened, graphic completed  
All marketing deliverables due

**May 9 – May 13**

Video Locked

**May 16 – May 20**

Panic, settle, panic again, second guess everything.

**May 21 – May 22**

Arrive in San Francisco  
Final rehearsals  
Confirm all materials, crew, vendors

**May 23 – May 25**

Day of Reckoning

