

MEDIA KINGS — THE MILLIONAIRE MAKERS

THE PRIMUS EVENT CAMPAIGN FOR MATT LUCAS

The Primus Event Campaign

for Matt Lucas

"Excellence and preeminence — being outstanding, distinguished, and surpassing all others in quality."

PREPARED FOR	PREPARED BY	INVESTMENT
Matt Lucas	Media Kings	\$4,997 / month

OVERVIEW

Introduction: Achieving Praestantia

This proposal outlines **The Primus Event Campaign for Matt Lucas** — a comprehensive marketing and event campaign designed to ensure the resounding success of your upcoming event. Our singular goal is to attract **20–30 ideal attendees** and create a transformative experience that embodies your unique brand and message of holistic wellness and self-discovery.

This campaign is built on the Media Kings governing principle of **Praestantia** — excellence without exception. Every strategy, every deliverable, and every interaction will be held to the highest possible standard. We do not follow trends. We set them.

"We position our clients as the undisputed authority in their space. Our clients don't compete — they lead."

The campaign will be executed in four distinct phases:

PHASE	NAME	TIMELINE	FOCUS
01	Discovery & Preparation	Month 1	Brand, content, and videographer sourcing
02	Launch & Implementation	Months 2–3	Ad creative, landing page, Facebook & Instagram Ads
03	Event Support	Event Day	On-site sales and attendee enrollment
04	Post-Event Evaluation	After Event	Review results, next event planning, client management

PHASE 01

Discovery & Preparation

The initial phase is dedicated to building an unshakeable foundation for the entire campaign. We will meet with you **once to twice per week** to gain a deep understanding of your vision, your audience, and the transformative experience you intend to deliver.

Discovery Sessions: Uncovering Your Primus

• **Mission, Vision & Purpose**

We will delve into the core of your brand — as expressed through The Yama System — to understand what drives you and what you want to achieve with this event.

• **Ideal Attendee Profile**

We will identify the individuals who are ready to get off autopilot and build a life of intention, and map out precisely how to reach them.

• **Event Content Outline**

We will collaborate with you to create a compelling outline for the transformative content you will teach, ensuring it resonates deeply with your audience.

• **Audience Acquisition Strategy**

We will define the exact channels, messaging, and targeting required to get in front of your ideal attendees and compel them to register.

Videographer Sourcing

We will help Matt identify and source a professional videographer to shoot the promotional content for the event. This is a separate hire — the videographer is an independent contractor and their fee is outside the scope of this retainer. Matt will provide the camera equipment. The shoot is targeted for the end of March.

*Note: Video editing is handled entirely by Matt. Once the final edits are complete, Media Kings will take the finished videos and **format and optimize them for Facebook and Instagram ad placements** — ensuring correct dimensions, aspect ratios, and file specs for maximum performance across both platforms.*

PHASE 02

Launch & Implementation

This phase is focused on the relentless execution of the marketing and promotional strategy to drive event registrations. Every asset will be built to the standard of Praestantia — the absolute best that has ever been done.

Ad Creative & Asset Preparation

• **Video Formatting for Facebook & Instagram**

Once Matt delivers his finished video edits, we will convert and optimize them to the correct sizes, aspect ratios, and specs for Facebook and Instagram ad placements — including feed, stories, and reels formats.

- Ad Copywriting

We will write compelling ad copy — headlines, primary text, and calls to action — tailored to your ideal attendee and tested for maximum conversion.

Digital Marketing: Building the Kingdom

- High-Conversion Event Landing Page

We will design and build a world-class landing page for the event, engineered to convert visitors into registered attendees.

- Automated Email Follow-Up Sequences

We will create sophisticated, multi-step email sequences to nurture leads, overcome objections, and drive registrations.

- Seamless Payment Integration

We will connect your preferred payment processor to the landing page, ensuring a frictionless registration experience.

- Full-Service Facebook & Instagram Advertising

We will plan, build, launch, and manage a dominant paid advertising campaign across Facebook and Instagram targeting your ideal attendees. This includes audience targeting, A/B testing, budget management, and ongoing optimization — all managed and consulted on through to the event date.

PHASE 03

Event Support

Our commitment to your success extends beyond the marketing campaign. We will be present at your Colorado event and will work to ensure that every attendee has a clear path to continue their journey with you.

- On-Site Attendance

A member of the Media Kings team will travel to Colorado and be present at the event to provide comprehensive on-site support.

- Sales & Enrollment

We will actively sell follow-up programs and coaching packages to attendees who want to deepen their work with you. A **10% commission** will apply to all sales of follow-up programs made at the event.

- Content Consolidation

We will help consolidate all of Matt's existing programs, videos, and content — spanning The Yama System and The Eight Piece — into a cohesive, organized library. This creates a tiered ecosystem: accessible video content for self-directed learners, group workshops for community seekers, and exclusive one-on-one coaching for high-commitment clients.

PHASE 04

Post-Event Evaluation & Ongoing Growth

After the event, we will sit down together to evaluate the full campaign — what worked, what can be improved, and what the data tells us about your audience. This evaluation becomes the foundation for everything that comes next.

- Campaign Performance Review

We will review all Facebook and Instagram ad data, landing page conversion rates, email sequence performance, and overall event attendance results to identify key insights and opportunities.

- Next Event Planning

Based on the results and learnings from this event, we will evaluate the strategy for your next event — refining the approach, expanding the audience, and building on the momentum created.

- Ongoing Client Management

We will help Matt manage and nurture the relationships built at the event — supporting follow-up outreach, program enrollment, and the continued growth of his client community across all tiers of his ecosystem.

TIMELINE

Campaign Timeline & Deliverables

The Primus Event Campaign for Matt Lucas is structured as a monthly retainer. The videographer hire is a separate cost not included in this retainer.

MONTH	PHASE	KEY DELIVERABLES
Month 1 (March)	Discovery & Preparation	Discovery sessions · Videographer sourcing Audience strategy · Event content outline
Month 2 (April)	Launch & Implementation	Video formatting (FB & IG) · Landing page build Email sequences · Facebook & Instagram Ads launch
Month 3 (May)	Scale & Event Support	Ad optimization · Audience scaling On-site event support · Content consolidation
Post-Event	Evaluation & Ongoing Growth	Campaign review · Next event planning Client management & follow-up

Note: The 10% sales commission on follow-up program enrollments made at the event is separate from and in addition to the monthly retainer. The videographer hire is a separate cost negotiated and managed independently.

AUTHORIZATION

Next Steps: Begin Your Reign

To move forward, please review, sign, and return this proposal. Upon receipt, we will issue the first invoice for Month 1 and schedule our initial discovery session. We are honored to partner with you on this journey and are committed to delivering results that surpass all expectations.

"We measure success not against industry averages, but against the absolute best that has ever been done."

CLIENT AUTHORIZATION

MEDIA KINGS AUTHORIZATION

Matt Lucas

Daniel Bishop, Founder & CEO

Date: _____

Date: _____