



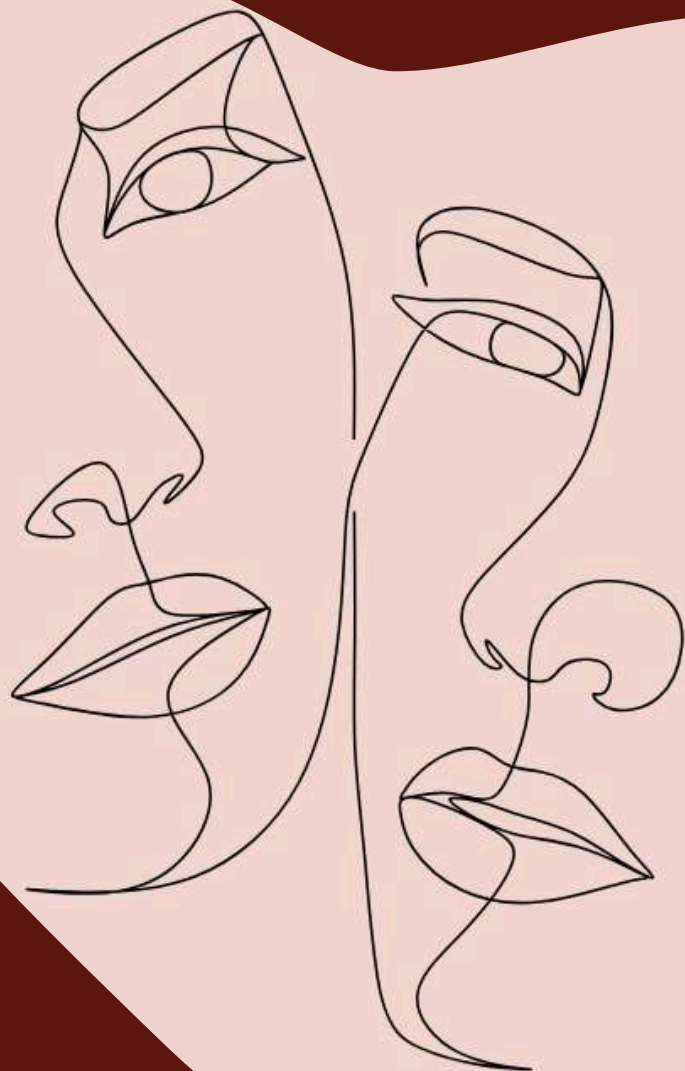
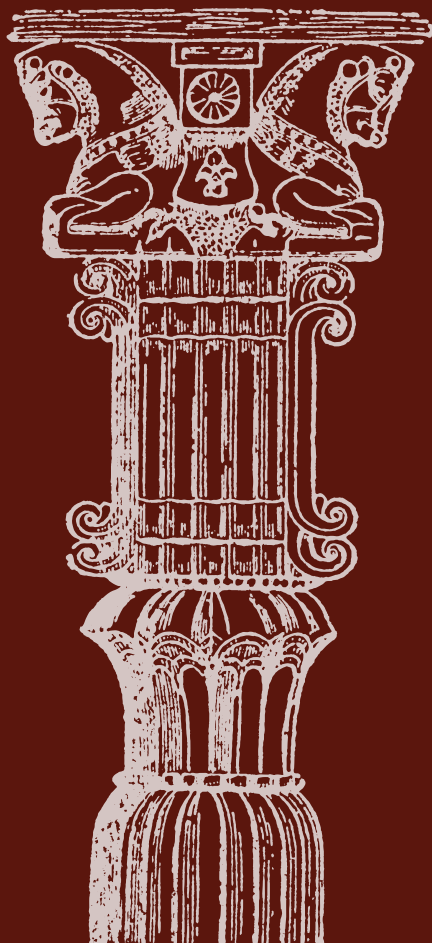
# لَیْلٰی و مَجنون

LEYLI O MAJNOON

TORONTO - CANADA

Presented by

**PROBED MEDIA INC.**



## THE MOST UNIQUE PERSIAN REALITY SHOW IN CANADA

LEYLI & MAJNUN IS A BOLD AND GROUNDBREAKING PERSIAN DATING REALITY SHOW — THE FIRST OF ITS KIND IN CANADA — CREATED ESPECIALLY FOR THE VIBRANT IRANIAN COMMUNITY OF TORONTO. SET IN A LUXURIOUS VILLA IN RICHMOND HILL, THE SHOW BRINGS TOGETHER A GROUP OF SINGLE YOUNG IRANIANS ON A JOURNEY TO FIND REAL LOVE IN A SETTING THAT'S BOTH EMOTIONALLY DEEP AND IRRESISTIBLY ENTERTAINING.

THE SHOW BEGINS WITH FIVE MEN AND FIVE WOMEN. AS THEY GET TO KNOW EACH OTHER THROUGH CONVERSATIONS AND SHARED EXPERIENCES, INITIAL CONNECTIONS BEGIN TO FORM. BUT AS THE STORY UNFOLDS, NEW CONTESTANTS ENTER THE VILLA, WHILE THOSE WHO FAIL TO BUILD MEANINGFUL RELATIONSHIPS FACE ELIMINATION.

OVER THE COURSE OF TWO DRAMATIC WEEKS, BONDS ARE MADE AND BROKEN, EMOTIONS RUN HIGH, AND AN EXCITING COMPETITION FOR CONNECTION AND CHEMISTRY BEGINS — ALL LEADING TO ONE FINAL COUPLE, CHOSEN AS THE WINNERS: TWO PEOPLE WHO'VE FOUND TRUE LOVE IN FRONT OF THE CAMERAS.



# LEYLI & MAJNUN'S VILLA

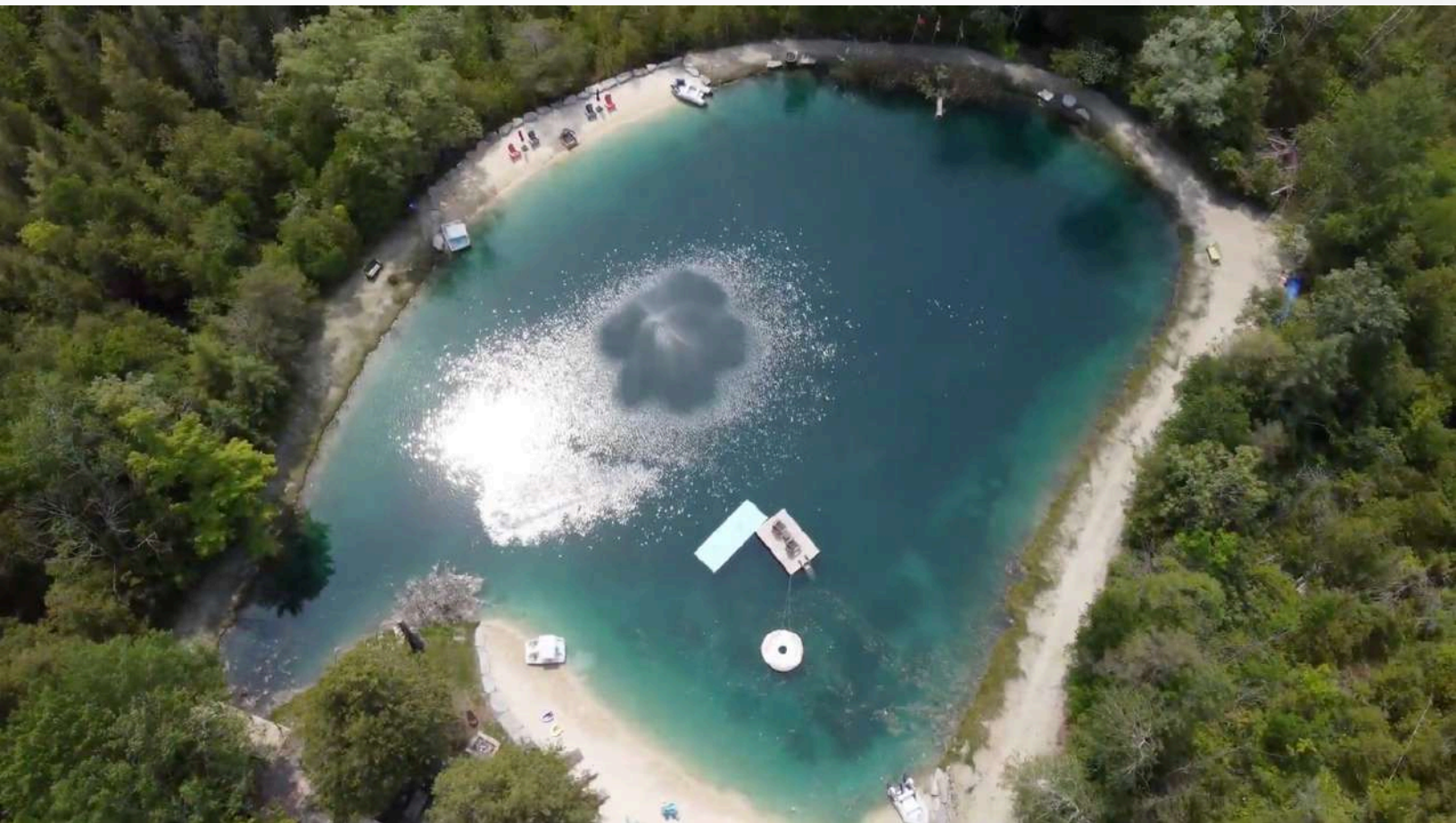
THIS STUNNING VILLA IS NESTLED IN A PRISTINE, PICTURESQUE LOCATION SURROUNDED BY LUSH GREENERY AND DENSE FOREST — A SETTING THAT INSTANTLY IMMERSES GUESTS IN TRANQUILITY AND NATURE. THE GROUNDS INCLUDE TWO SMALL, CRYSTAL-CLEAR LAKES FED DIRECTLY BY NATURAL SPRINGS, OFFERING THE PERFECT BACKDROP FOR SWIMMING, BOATING, OR EVEN HOSTING EXCITING WATER-BASED CHALLENGES.

PROFESSIONALLY LANDSCAPED, THE OUTDOOR AREA FEATURES MULTIPLE LOUNGING SPACES, BBQ STATIONS, AND FULLY EQUIPPED GAZEBOS — IDEAL FOR GATHERINGS, GAMES, AND RELAXATION. A SPACIOUS PATIO WITH COMFORTABLE SEATING ALSO PROVIDES A BEAUTIFUL OPEN-AIR SET FOR INTERVIEWS AND MEANINGFUL CONVERSATIONS.

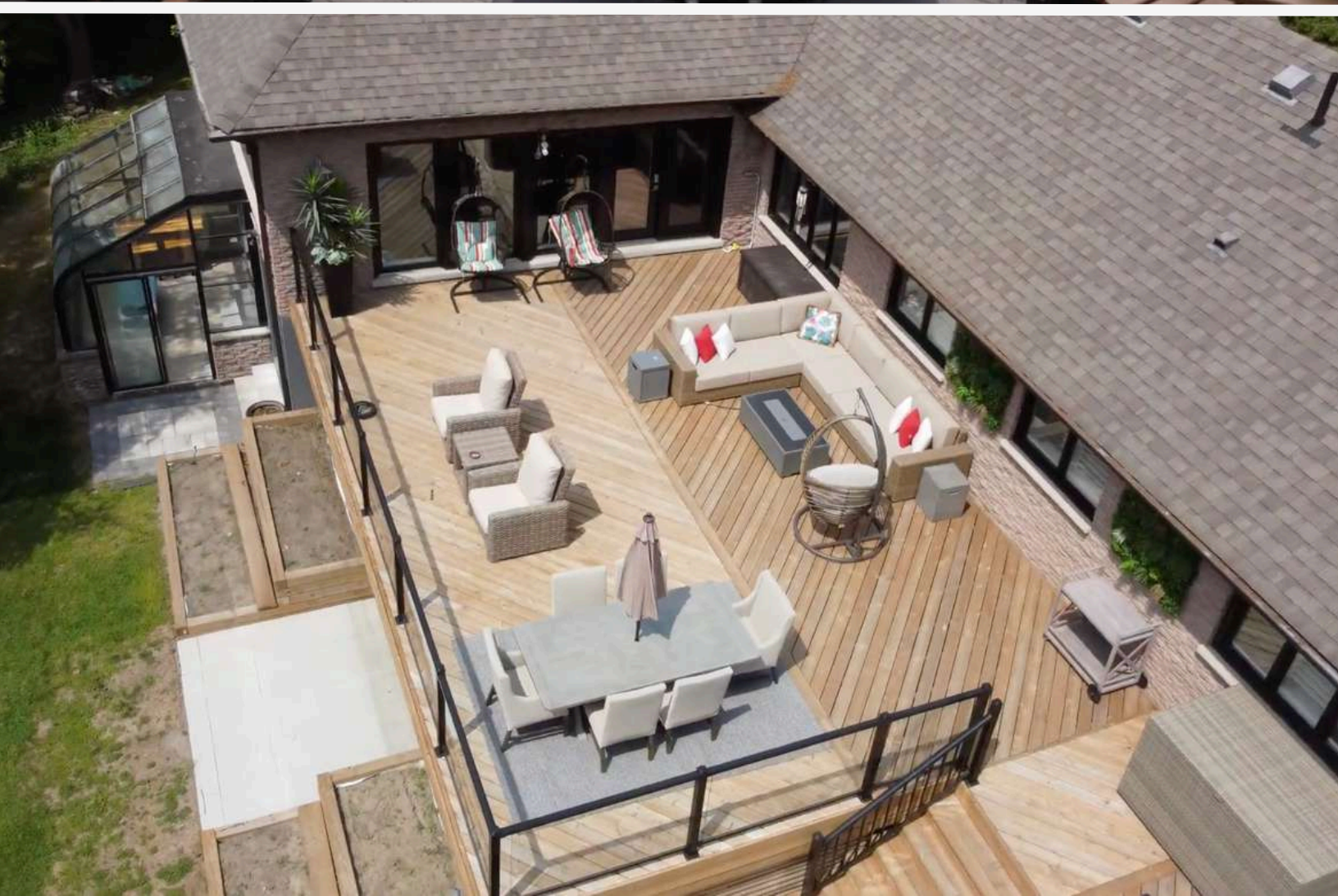
INSIDE, THE VILLA BOASTS A BRIGHT AND EXPANSIVE LAYOUT, WITH LARGE, SUNLIT ROOMS AND STYLISH, MODERN DÉCOR. EACH BEDROOM IS FULLY EQUIPPED FOR COMFORT, WHILE THE SHARED LIVING AREAS ARE THOUGHTFULLY DESIGNED TO ACCOMMODATE VARIOUS SCENES AND MOMENTS THROUGHOUT THE SHOW.

SURROUNDING THE VILLA ARE SEVERAL WORKING FARMS, OPENING THE DOOR FOR UNIQUE ACTIVITIES SUCH AS FRUIT AND VEGETABLE HARVESTING, HORSEBACK RIDING, OR EVEN HOSTING FUN LOCAL COMPETITIONS. JUST A SHORT DISTANCE AWAY, THERE'S ALSO A RACETRACK — PERFECT FOR ADRENALINE-PUMPING DRIVING CHALLENGES AND HIGH-ENERGY CONTESTS.

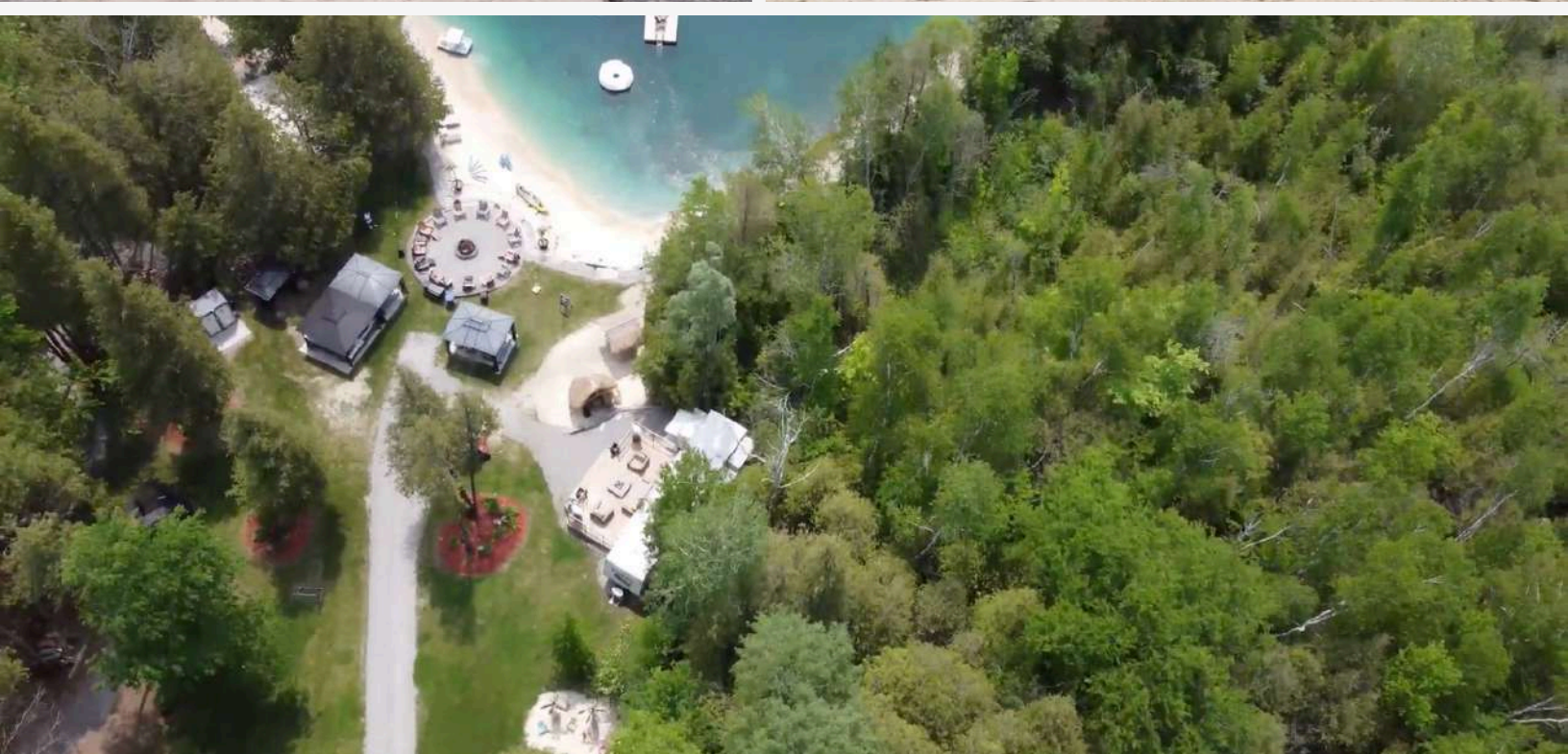
WITH ITS BREATHTAKING NATURAL SETTING, VERSATILE AMENITIES, AND DIVERSE FILMING SPACES, THIS VILLA OFFERS THE IDEAL ENVIRONMENT FOR PRODUCING A DYNAMIC, ENGAGING REALITY SHOW.













# MARKETING



## PRIMARY PLATFORM: YOUTUBE

THE SHOW WILL BE RELEASED EXCLUSIVELY ON OUR YOUTUBE CHANNEL — THE WORLD'S LEADING PLATFORM FOR LONG-FORM CONTENT AND AUDIENCE ENGAGEMENT. THIS DIGITAL-FIRST APPROACH ENSURES FREE, GLOBAL ACCESS WHILE ALSO OPENING THE DOOR TO MONETIZATION THROUGH ADS, BRAND PARTNERSHIPS, AND ORGANIC COMMUNITY GROWTH.

## MULTI-PLATFORM MARKETING STRATEGY

TO BUILD EXCITEMENT AND MAXIMIZE AUDIENCE ENGAGEMENT, WE'RE IMPLEMENTING A MULTI-PLATFORM MARKETING STRATEGY THAT INCLUDES:

- RELEASING TEASERS, CAST INTRODUCTIONS, AND TRAILERS ACROSS INSTAGRAM, TIKTOK, AND YOUTUBE SHORTS
- SHARING BEHIND-THE-SCENES CLIPS, HUMOROUS MEMES, AND CAST REACTIONS TO BOOST INTERACTION
- PARTNERING WITH IRANIAN INFLUENCERS, MEME PAGES, AND PERSIAN-LANGUAGE CULTURAL MEDIA OUTLETS
- HOSTING INTERACTIVE POLLS, Q&AS, AND LIVE STREAMS TO DEEPEN AUDIENCE PARTICIPATION AND COMMUNITY CONNECTION

## BROADCAST STRUCTURE

EACH FULL EPISODE, RANGING FROM 1 TO 1.5 HOURS, WILL BE RELEASED ON THE DEDICATED YOUTUBE CHANNEL. SUPPLEMENTARY CONTENT—SUCH AS TEASERS, BEHIND-THE-SCENES FOOTAGE, STANDOUT MOMENTS FROM CAST MEMBERS, AND SHORTS—WILL BE AVAILABLE TO BOOST ENGAGEMENT.

YOUTUBE OFFERS COMPLETE CREATIVE CONTROL, INSTANT GLOBAL REACH, AND LONG-TERM CONTENT LONGEVITY.

THE SHOW WILL EASILY QUALIFY FOR YOUTUBE'S MONETIZATION PROGRAM, ESPECIALLY BENEFITING FROM VIEWERS IN HIGH-INCOME COUNTRIES LIKE CANADA, THE U.S., AND EUROPE.

# SPONSORSHIP PACKAGES

## PRIMARY SPONSOR

In exchange for financial support toward production costs, your name and brand will be consistently featured throughout the show. This includes logo displays, brand mentions, and verbal shout-outs during key scenes, challenges, and special ceremonies. Partnering with us offers your brand extensive visibility within an exciting and engaging program.

### Set Design & Decor

Assisting with set and décor design  
Your name mentioned by the host  
Displaying your logo and design as a program sponsor

### Food and Catering

Providing meals for the cast  
Your name mentioned by the host and contestants  
Displaying your logo and information as a program sponsor

### Guest Appearances on the Show

Your presence—or that of a representative from your business—featured on the show within an entertaining or creatively crafted scene.

### Event Participation

A segment of the show filmed at your business location.  
For example, two contestants could be sent on a date to your restaurant or café, with the experience captured on camera.

There are a variety of exciting partnership options available, which can be creatively and innovatively tailored to fit the unique nature of your business.

# PRODUCTION TEAM AND TECHNICAL DETAILS

THIS SHOW IS PRODUCED BY A DEDICATED AND EXPERIENCED PROFESSIONAL TEAM, BLENDING ARTISTIC CREATIVITY WITH TECHNICAL EXPERTISE TO DELIVER A HIGH-QUALITY EXPERIENCE. OUR TEAM IS SMALL BUT HIGHLY EFFICIENT, ENSURING THAT PRODUCTION QUALITY REMAINS TOP-NOTCH WITHOUT COMPROMISING THE PROJECT'S SCALE OR VISION.

## CORE PRODUCTION TEAM

OUR TEAM CONSISTS OF 11 MEMBERS, EACH RESPONSIBLE FOR A SPECIFIC PART OF THE PRODUCTION PROCESS:

- DIRECTOR: THE CREATIVE LEADER, GUIDING THE STORY ARC AND ATMOSPHERE OF EACH EPISODE.
- ASSISTANT DIRECTOR: SUPPORTS THE DIRECTOR WITH DAILY SCENE MANAGEMENT AND TEAM COORDINATION.
- DIRECTOR OF PHOTOGRAPHY (DOP): DEFINES THE SHOW'S VISUAL STYLE, INCLUDING LIGHTING, CAMERA MOVEMENTS, AND CAPTURING THE MOST STUNNING MOMENTS.
- CONTROL ROOM & REMOTE CAMERA MANAGER
- SOUND TECHNICIAN: HANDLES ALL AUDIO EQUIPMENT, INCLUDING MICROPHONES AND SOUND LEVELS, ENSURING CLEAR, PROFESSIONAL-QUALITY AUDIO.
- MAKEUP ARTIST/STYLIST: KEEPS THE CAST CAMERA-READY WITH HAIR AND MAKEUP THROUGHOUT FILMING.
- SET AND DÉCOR DESIGNER: RESPONSIBLE FOR DAILY VILLA AND OUTDOOR SET DESIGN—FROM FURNITURE ARRANGEMENT TO OVERALL VISUAL STYLING.
- PRODUCTION ASSISTANTS (2): ASSIST WITH LOGISTICS, BEHIND-THE-SCENES TASKS, AND SMOOTH PRODUCTION FLOW.

## EQUIPMENT USED:

TO GUARANTEE CINEMATIC QUALITY AND ENGAGING STORYTELLING, WE UTILIZE CUTTING-EDGE GEAR:

- AT LEAST 15 FIXED PTZ CAMERAS: STRATEGICALLY PLACED AROUND THE VILLA FOR 360-DEGREE COVERAGE OF ALL EVENTS.
- 5 PROFESSIONAL HANDHELD CAMERAS (SONY FX3, FX30, A7): CAPTURE INTIMATE AND DETAILED SHOTS; SOME MOUNTED ON GIMBALS FOR SMOOTH TRACKING, OTHERS ON TRIPODS FOR STABILITY.
- **2 PROFESSIONAL DRONES:**
  - DJI MAVIC 3 PRO FOR HIGH-QUALITY AERIAL FOOTAGE AND WIDE ESTABLISHING SHOTS.
  - DJI AVATA 2 FPV DRONE FOR DYNAMIC, CINEMATIC INDOOR SHOTS INSIDE THE VILLA.

## PROFESSIONAL MICROPHONES:

- INCLUDING DISCREET LAVALIER (NECKLACE-STYLE) MICS FOR PRECISE AUDIO CAPTURE OF CONVERSATIONS.
- LIGHTING EQUIPMENT: COMPLETE SETUP TO HIGHLIGHT THE VILLA'S NATURAL BEAUTY AND ENHANCE THE MOOD OF EVERY SCENE.

## CONTROL ROOM AND WORKFLOW:

ALL CAMERAS ARE CONTROLLED FROM A CENTRAL CONTROL ROOM INSIDE THE VILLA, EQUIPPED WITH ADVANCED MONITORS AND CONTROLLERS THAT ALLOW REAL-TIME ANGLE SWITCHING AND SEAMLESS SHOT TRANSITIONS—ENSURING EVERY MOMENT IS CAPTURED FROM THE PERFECT PERSPECTIVE.

## STORYTELLING TEAM:

OUR STORYTELLING TEAM DIRECTS THE NARRATIVE FLOW ON THE FLY, DECIDING HOW THE STORY PROGRESSES, WHAT HAPPENS NEXT, AND HOW CAST MEMBERS REACT—ALL TO KEEP THE PLOT COMPELLING AND UNPREDICTABLE. THEIR COLLABORATION ENSURES EACH SCENE EFFECTIVELY CONTRIBUTES TO THE OVERALL STORY ARC.

## PROFESSIONAL EDITING:

POST-PRODUCTION IS HANDLED BY SKILLED EDITORS USING DAVINCI RESOLVE—THE SAME SOFTWARE TRUSTED BY HOLLYWOOD PRODUCTIONS. THIS ALLOWS FOR PROFESSIONAL COLOR GRADING AND FINE-TUNING OF EVERY SCENE, DELIVERING A FINAL PRODUCT WITH CINEMATIC QUALITY TO THE AUDIENCE.



**IF YOU'RE INTERESTED IN COLLABORATING  
OR WOULD LIKE TO RECEIVE MORE DETAILS,  
PLEASE FEEL FREE TO CONTACT US AT THE  
NUMBER BELOW.**

**(604) 339-5348**

