



ASG LEDS

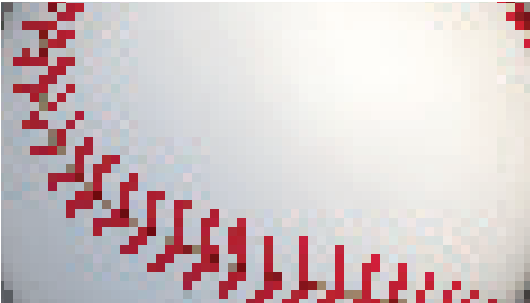
WELCOME



We open on one of our featured MLB players, like Kevin Kiermer (Rays), with either a still image animated in a fun way or some actual footage of a player.



We'd then tear away to transition to another MLB player, like Jesus Luzardo (A's), who could fire a fastball at the screen.



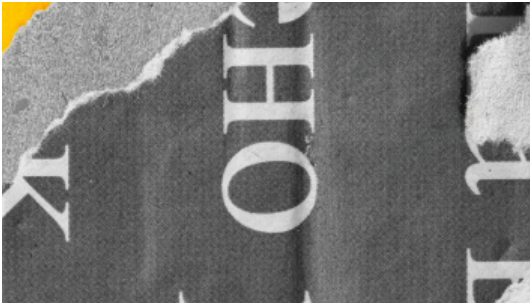
We see the pitched baseball up close.



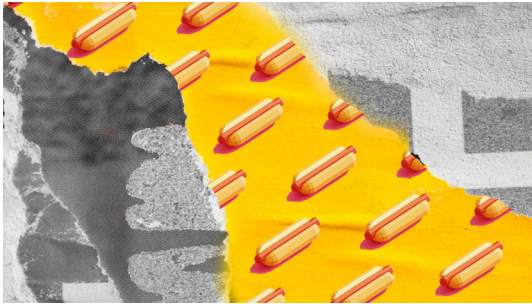
The camera would then pull back to reveal a whole pile of baseballs that would then tumble and roll down off the screen and out of frame to transition to our next frame.



We'd see a concrete texture with "2021" patterned throughout (these could potentially be in motion or the 20 and 21 could transition between outlines and filled to create a flashing effect). We'd then see the letters "ASG" written onto the screen like a brush stroke along with our bowtie.



We'd then see the screen tear away like a paper poster being ripped off the wal to reaveal multiple layers behind it.



We'd see a hot dog pattern with the dogs in motion or spinning in circles individually.



We then get closer up on our animated hot dogs.
*NOTE: Could also use peanuts or other baseball tie-in.



We'd then transition to another one of our MLB players, like Gregory Polanco (Pirates) as he slides into home. As he's sliding he'd be kicking up some of our splatter texture as though it's dirt.



We'd then transition to another frame where we'd see the text "Welcome Fans."



We'd tear through some more or transition to the text "To the Chevrolet MVP Clubhouse."



We'd then see the word "Chevrolet" in our Louis Font be replaced by "Chevrolet" in our brush font. We'd then flash between the two fonts a couple times.



We'd then tear away or transition to our hashtag.



We'd then tear away or transition to some Chevy branding.

MUSIC/SFX: The thought is to either utilize a library track that is long enough to use portions of for each of the 5 animations or else finding 5 separate tracks that all feel in the same tone. Ideally the music would be energetic and attention grabbing so that people want to visit our display space. Sound Effects/Sound Design would include nuances when a ball is thrown, hit, a player is sliding, animations are moving, vehicles sounds, the roar of the crowd, etc.

CATCH A CHEVY



We open on the words “Need a Ride?” written on the screen in a brush stroke font. We then see the Bolt EUV drive in quickly from the right.



As the vehicle fully enters the frame it quickly stops in the center. The camera then swings around to the front end.



The Bolt EUV comes driving forward full frame to transition us to the next frame.



We’d then tear through a quick series of paper to reaveal various textures and patterns on each layer. Textures could be the leather interior swatches and patterns. Could also be fun to do a pattern with the rims and have them spinning or moving around in a fun way.



We’d then tear through one more layer and we’d see the Catch a Chevy logo. Our Bolt EUV would then drive out from behind and park itself in a 3/4 position.



We’d then transition to the location of the Catch a Chevy Stations. “Stations located outside of PlayBall Park and Rockies Stadium. Complimentary rides within a five-mile radius.”



We’d then have our Bolt EUV drive onto the screen fast and close-up, but then we’d enter into slow motion to focus in on the Catch a Chevy logo on the side of the vehicle one last time. We’d then ramp back up to fast motion as the vehicle drives off to the left of the screen revealing our Chevy branding behind it.



We’d then feature our hashtag.



We’d then tear away or transition to some Chevy branding.

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BACKYARDS TO THE BIG LEAGUES



We open on live footage or else stylized still photography of our MLB players as children.



We transition to the text “From the first-time batters...”



We transition to one of our MLB players that we featured as a kid, like Luzardo, and see him rocket a ball or do some sort of action to transition us to the next frame.



We then see the text “... to the all-stars,...”



We then see one of our MLB players, like Polanco, catch the ball that was thrown by Luzardo.



We then transition to the copy “They all started somewhere.”



Continue back to showing the MLB players as kids, like Kiermer here.



Cut to Kiermer in a similar position as an adult (ideally footage or else stylized photography).



Transition to our “Backyards to the Big Leagues” type lockup.



Tear away through texture layers to reveal the additional players we have to leverage.



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We'd then tear away or transition to our hashtag.



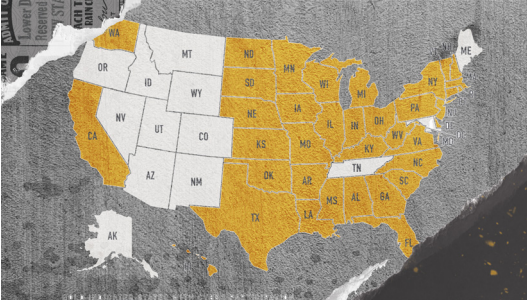
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CYB FACTS & FIGURES



We open Chevy Youth Baseball player running bases (ideally footage, otherwise stylized photography). The child would be in front of our “CYB” background texture.



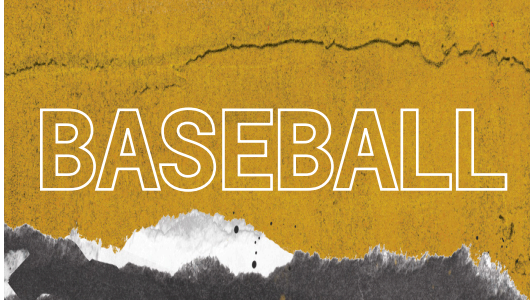
As the kid runs off screen, we start to tear through some paper texture and eventually land on the CYB map. (Or we could potentially fly past him in z-space and we’d transport ourselves through one of the CYB letters where we’d then tear through some paper texture and land on the CYB map).



We’d transition to another part of the wall or else zoom fast into a gold section of the map where we’d arrive at the word “Chevy.”



We’d quickly tear away to the word “Youth.”



And then the word “Baseball.”



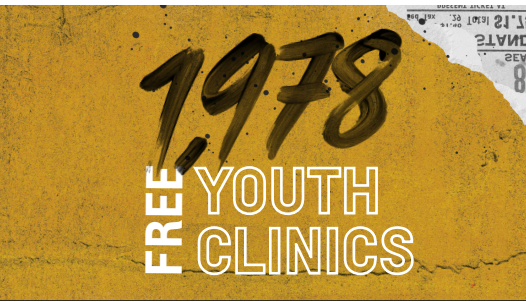
We’d do a nice texture transition with fun graphics.



We’d then go through the 4 stats that we’ll need to focus on for CYB. “8.6 Million Kids”



Transition to a group of our CYB kids (either live action or stylized still).



Transition to the text “1,978 Free Youth Clinics.”



Transition to some more CYB footage and/or stills (really need to ensure we spotlight our softball players as well).



Transition back to the stat “18,028 League Enhancements.”



Transition to the stat “163K Kits Donated.”



Transition to some more CYB footage and/or stylized still photography. We then zoom way in on the back of one of the kids jerseys.



The camera pulls back as we start to reveal the CYB logo.



Reveal CYB logo within our torn paper and textures.



We’d then tear away or transition to our hashtag.



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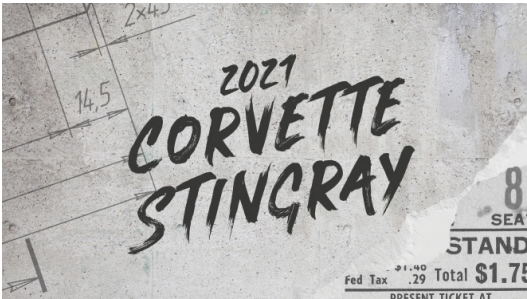
MVP VOTING



We open on close-up shot of the Corvette Stingray cross flags on the hood. We hear the roar of the engine as it begins to burn rubber.



We do a dynamic camera spin overhead as we pull back to see the Stingray painting lines with its tires as it drives over and through our various textures.



The camera then eventually trails off as the Stingray drives away off screen and we arrive at the text "2021 Corvette Stingray" written amidst our textures.



We then cut to a close-up of the bowtie on the grille of the Silverado Trail Boss. We hear the roar of the engine and the slopping of mud.



We pull back to reveal our Trail Boss splashing through our paint as though it's a mud bog. As the truck drives through the scene we get a parallax effect with the paint splatter.



As the truck drives off the screen the camera trails off and we land on the text "2021 Silverado Trail Boss" covered in some splatter paint as though its mud.



We then see the Stingray as an ECU as it drives past the screen to reveal the next frame.



We then tear though some layers of texture as we arrive at a split design revealing "Which would you choose?"



Our Trail Boss would then come back into the frame and come to a stop and the Stingray would do the same. Each would continue to live within their own juxtaposed environment.



We then transition to our CTA directing fans on where they can go to vote. Copy would read "Visit our Chevy display outside to cast your vote."



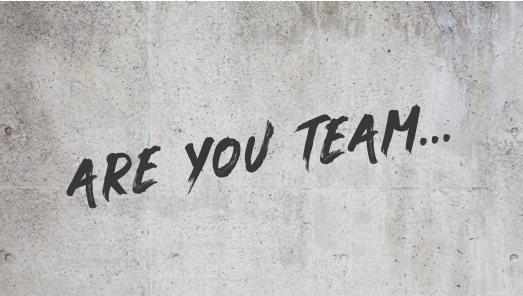
We'd then tear away or transition to our hashtag.



We'd then tear away or transition to some Chevy branding.

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MVP VOTING ALT



We open on the text “Are you team...”



We open on close-up shot of the Corvette Stingray cross flags on the hood. We hear the roar of the engine as it begins to burn rubber.



We do a dynamic camera spin overhead as we pull back to see the Stingray painting lines with its tires as it drives over and through our various textures.



The camera then eventually trails off as the Stingray drives away off screen and we arrive at the text “Stingray” written amidst our textures.



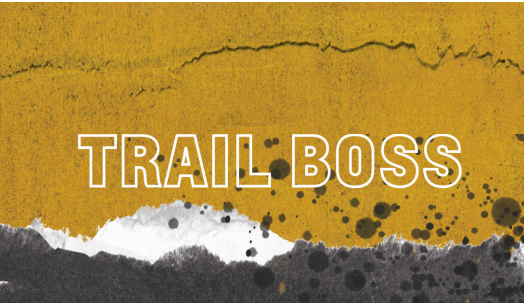
We then transition to the text “Or team...”



We then cut to a close-up of the bowtie on the grille of the Silverado Trail Boss. We hear the roar of the engine and the slopping of mud.



We pull back to reveal our Trail Boss splashing through our paint as though it’s a mud bog. As the truck drives through the scene we get a parallax effect with the paint splatter.



As the truck drives off the screen the camera trails off and we land on the text “Trail Boss” covered in some splatter paint as though its mud.



We then see the Stingray as an ECU as it drives past the screen to reveal the next frame.



We then tear though some layers of texture as we arrive at a split design revealing “2021 Corvette Stingray” and “2021 Silverado Trail Boss.”



Our Trail Boss would then come back into the frame and come to a stop and the Stingray would do the same. Each would continue to live within their own juxtaposed environment.



We then transition to our CTA directing fans on where they can go to vote. Copy would read “Head to the Chevy display outside to cast your vote.”



We’d then tear away or transition to our hashtag.



We’d then tear away or transition to some Chevy branding.

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