

WORLD CLASS

with Shanna Dickerson



Travel with Heart

World Class is an unscripted series that follows luxury travel planner **Shanna Dickerson** to exotic locales where she researches stunning properties for her clients. But that's only part of the story. Her research also includes an immersive sampling of local life, as well as volunteering for a specific charity or humanitarian cause at each destination. It's Robin Leach meets Anthony Bourdain meets Mother Teresa with gorgeous hair and perfect teeth.



T The sweeping camera language captures the grandeur of the surroundings with crisp cinematography that allows viewers to feel the sea breeze in their hair and the sun on their skin. Expert drone footage presents a breathtaking canvas of natural settings. Transitions cued by sunbursts and rolling waves enhance the energetic pace of the program. Well-crafted cell phone footage adds texture and realism to the dream-like locations. Cinematic angles dramatize the personal interaction. Each adventure will have a soundtrack that fuses modern themes with local musical modalities to create an immersive and visceral viewing experience.

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E World Class brings travel journalism to a new level, drawing influences from social media, impact investment, and affluence fascination.

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EPISODE STRUCTURE

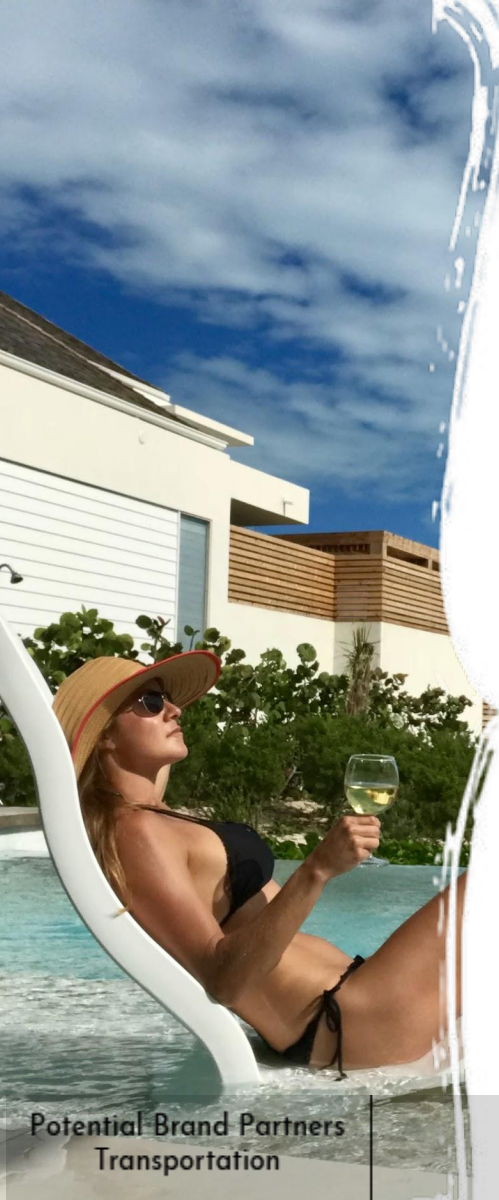
Each episode adheres to a basic story-telling premise: Shanna visits a spectacular destination to make sure it contains the components for a world class vacation experience that she can recommend to her high-end clients. The show features these components using a three-act structure with the following content silos: Luxury, Culture and Causes. An epilogue wraps up the episode.

After a brief title open, **Act One** reveals Shanna traveling to a luxury property. We hear a VO introduction of the destination and property over supered info and footage of the area. In the eye candy portion of the show, we follow Shanna as she arrives at the property and takes a tour of the deluxe villa with a property manager. The rest of the act focuses on the splendor of the property's amenities (beach, pool, living spaces) and the in-villa services available (spa treatments, private chef).

Act Two follows Shanna as she connects with a well-known local or celebrity resident to help her sample the culture and activities that are special to that destination. These include outdoor and on-the-water recreation, restaurants, nightlife and human-interest stories. This act opens the door for some personal storytelling.

Act Three provides climactic emotional punch by focusing on a local charity. These run the gamut from animal rescue shelters to environmental conservancy efforts to homeless shelters to female empowerment organizations. Shanna visits the local charity to showcase its specific efforts and to determine what she and her clients can do to help. She curates heart-warming stories that put her authentic humanity on display and provide an enlightened counter balance to the opulence that launches the episode.

The Epilogue wraps up the episode as Shanna throws an intimate dinner party for locals, often including a famous musician playing a few songs after dinner. She recaps her experience and concludes with her recommendation of the property for her clients.



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SEASON ONE

After a decade as a premier luxury travel planner, Shanna's relationships with development companies and industry leaders give her direct access to the most dazzling properties on the planet. Friendships with famous musicians like Kenny Chesney, Eric Clapton, Steve Winwood and Darius Rucker provide opportunity for celebrity appearances.

With current international travel restrictions, **World Class** focuses its premiere season on spectacular American destinations.

The **Pilot Episode** features a little-known slice of heaven called "30A" on the Gulf Coast of Florida. A haven for famous musicians from Nashville and Atlanta, "30A" features incredible properties and Grayton Beach, the No. 1 rated beach in the entire US. Other possible destinations include:

Martha's Vineyard

An epicenter of old money vacation leisure, the Vineyard has been the summer playground of Presidents such as the Clintons and the Obamas and famous musicians like James Taylor and Carly Simon. Stunning ocean properties, luxury sailing, incredible seafood, local art and land preservation opportunities through the Vineyard Conservation Trust are just some of the features of this picturesque New England destination. Local Americana Singer/Song Writer Willy Mason meets with Shanna to fill us in on the local flavor of his home island.



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Monterey Peninsula



Monterey Peninsula/Big Sur

This once quaint area has become one of the most upscale destinations in America. From Pebble Beach Golf Club to Carmel-by-the-Sea, to the natural grandeur of Big Sur, the old Cannery Row of John Steinbeck's day is now an escape for understated glitterati like Clint Eastwood and the voice of the Master's Tournament, Jim Nantz. Gorgeous beaches, the Monterey Aquarium, art galleries and a Steinbeck Museum are just a few of the attractions of this storied area. A multitude of non-profits help the less fortunate including the Cesar Chavez Foundation to improve literacy for farmworkers, Latinos and working families. We'll ask Drew Barrymore to give Shanna a tour of her nearby vineyard.



Aspen

Aspen

As one of the world's most exclusive and opulent ski resorts, Aspen has always set the gold standard for luxury getaways. The ski-in ski-out properties, the shopping, art galleries, music venues and Michelin star restaurants compete with the stargazing (Kate Hudson, Kevin Hart, Katy Perry and the Kardashians, just to cover the Ks). Causes like the Aspen Community Foundation create giving opportunities. We'll ask Kevin Costner (who has a 165 acre ranch nearby) to be Shanna's insider for this must-see destination.



Charleston

Charleston/ Kiawah Island

This luxury destination a few miles outside the nation's Number 1 tourist city captures an upscale experience that has it all: amazing beach front properties on a top 10 rated beach, luxury boating, world class golf and world class restaurants. Not to mention support opportunities for varied historical outlets such as the Charleston Historical Society and the International African American Museum. Musician Darius Rucker will help point Shanna to the high life in the "Low Country".

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DAVID YURMAN

Jackson Hole

For the ultimate outdoor and indoor luxury experience, nothing compares to Jackson Hole. With unique properties that offer incredible views of the Tetons, Shanna will explore in-home services from world class chefs and leaders in holistic spa services. Then she'll get her culture on with a visit to the National Museum of Wildlife Art. The incredible outdoor experiences include exclusive private adventures: white water rafting, trout fishing, and safari tours of both Yellowstone and Grand Teton National Parks to check out bison, elk and grizzlies in their natural habitat. And then of course, Jackson Hole has the best skiing in the US. A trip to the Good Samaritan Mission will show how this community stalwart has been helping the less fortunate since 1970. We'll ask Sandra Bullock for an insider's look at this billionaire's paradise.



Napa Valley

It's back to California to visit this legendary vineyard region that is a mecca for luxury wine, food and wellness. Boasting more Michelin stars per capita than anywhere else in North America, Yountville takes care of the gourmet food experience and a trip to Calistoga lets Shanna experience the famous geothermal pools and a beautiful 15 mile private electric bike adventure. Of course, wine tours are the main attraction and Shanna will connect with Eleanor Coppolla (Francis Ford's wife) and Chrissy Teigen to give us an exclusive look at their respective wineries. A day at Sunrise Horse Rescue allows for some humanitarian support and then Shanna takes a private balloon ride to give us a look at the entire region.



SEASON TWO

After completing a whirlwind luxury travel experience in the United States, Shanna will pick up her passport and travel to indulgent locations around the world.

Yachting the Greek Isles

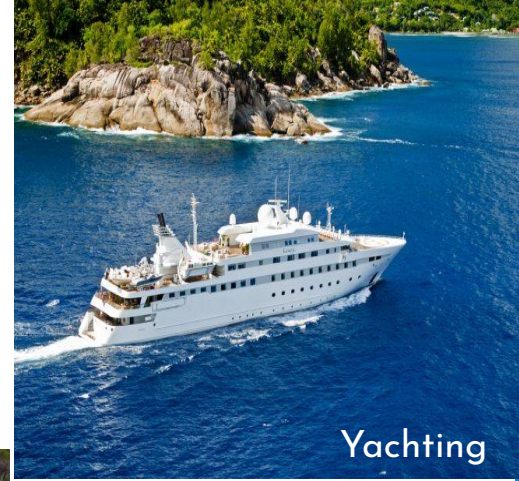
We will float into the next installment by way of a glorious super-yacht along the coast of the Greek Isles and Shanna engages with SOS Refugees to send supplies to African and Middle Eastern migrants fleeing violence and poverty.

Ibiza

While relaxation is commonly thought to be found only in the quiet moments, Shanna will bring us into the hands of the International Music Summit where peace is found in music's heartbeat. Shanna joins forces with In-Visible to provide food to undernourished school children.

Fiji Private Island

We will then escape into a private island in Fiji that is host to everything from exquisite boating adventures to an 18-hole championship golf course and Shanna will engage in efforts to protect the local waters from pollution.



Yachting



Ibiza



Fiji Private Island

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Food and Beverage



pepsi





Antigua



Bali Retreat

African Safari



Potential Brand Partners
Finance and Insurance



Antigua Crossroads

Luxurious accommodations at a stunning estate will be partnered with a humanitarian partnership with Eric Clapton's addiction treatment facility, Crossroads.

Bali Retreat

Shanna's Balinese retreat will exemplify the partnership of spiritualism and peace by experiencing the privacy of a luscious villa, exploring local ashrams, and helping charities that benefit orphaned children.

African Safari

The season finale will inspire outright awe by flying viewers into the heart of South Africa to have a luxury safari experience. The opulent accommodations will juxtapose the raw beauty of the African bush. Outreach and volunteerism will find a multitude of venues from protecting elephants to supporting local women's advocacy groups.



Unparalleled Experience

Additionally, in every episode, Shanna reveals a specific piece of her inspiring personal and professional journey from a youth gymnastics star, to a teenage tennis prodigy, to a tour manager for some of the biggest music acts in the world, to creator of her own multi-million dollar business, to an active philanthropist and to a global logistics expert for FEMA. We also witness personal disciplines that make her so effective: meditation, journaling and power yoga.

With Shanna comes her unparalleled scope of reach and as such, **World Class** has access to assets which have previously been inaccessible by camera crews. The result is a powerful showcase for Shanna's unique humor, intelligence, knowledge and positive energy packaged in a telegenic presence that demands our attention.

World Class presents a novel take on the luxury travel genre, combining a compelling Host, aspirational escapism and emotional story-telling into an irresistible viewing experience.





Column for Forbes Travel Guide

Forbes Travel Guide's trademarked slogan is "We verify luxury". To that end they have noticed Shanna's expertise in securing the finest vacation properties for her upscale clients. They have reached out to her about a monthly column for their 130 million readers. Shanna is actively speaking with Steve Forbes and will work to parley that into a sponsorship for the show.

Partnership with Magellan Jets

Shanna Dickerson is proud to say her company has a new partnership with Magellan Jets, which will extend over to any World Class production as a sponsorship, automatically alleviating production travel costs.

Over a decade ago, Magellan Jets revolutionized private jet travel through the introduction of jet-specific 25-hour jet cards. Since then, they've produced sustained year-over-year growth by putting the needs of their members and clients first.

Whether it's on the ground or in the air, Magellan Jets provides a full array of white-glove services catered to their client's needs. From before their clients are even onboard to when they set foot at their destination and beyond, Magellan ensures a customized, personal and memorable trip – every time. Magellan Jets is especially proud to team up with Terrapass, making clean and sustainable travel a reality for private flyers and businesses. As a result, carbon offsetting options are now available on all on-demand charter flights and private jet card memberships.

Formation of New Relief Foundation

Blue Sky Relief Foundation is a non-profit dedicated to assisting different organizations all over the world that focus on ocean conservation, women empowerment, kids & entrepreneurship and animal shelters.

BSRF areas of focus include: Cash donations, working with local shelters to get programs in schools to teach children how to treat animals, incentive spay & neuter programs, monthly or quarterly rescue flights from island shelters to no kill rescues in the states, eliminate dog fighting & cockfighting in the Virgin Islands, disaster relief assistance when storms hit, and supporting youth entrepreneurship programs.



Atomic Focus

E n t e r t a i n m e n t

Atomic Focus Entertainment creates compelling original filmed content. We specialize in both scripted and unscripted projects, using budgets of all sizes.

We produce our own concepts and projects as well as content brought to us for development and production. Partnering our commitment, ingenuity and skill with a collaborative sensibility, we deliver high-quality and market-ready work.

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