

# *Treasure Island*

Treasure Island  
Executive Summary  
February 2024

**Treasure Island** is an unscripted (reality) TV show that will place 16 **Social Influencers** in **Las Vegas** (season one) as they compete in challenges both physical and mental for **\$500,000**.

The show will be a crossover of **Survivor**, **Amazing Race** and **The Ultimate Escape Room**. The Influencers will utilize their social networks to help them solve puzzles to win the game.

The TV show will initially be aired online at **www.watchtreasureisland.com** (website coming soon). **Treasure Island** will then be offered to all other digital platforms like Netflix, Amazon, Apple, YouTube, Hulu, etc. for FREE.

Being strictly digital, we can track analytics such as how many viewers there are, and where the viewers are watching from. Then over the next few seasons, we will know their age, gender, and all other pertinent consumer data. This will enable us to better target products to our viewing audience.

Due to the Influencers posting pictures and videos of their journey daily, we will air each episode within 72 hours of filming. We believe that based on the level of Influencers and their following, we will have a minimum of **5,000,000 people watching** each episode and each social media post could **reach 100,000,000 + people**.

**Treasure Island** will host 16 **Social Influencers** whose following will be from YouTube, Facebook, Instagram, TikTok, and Twitter. Combined, our Influencers will directly impact over **85,000,000** (85 million+ followers). However, in time, we expect **Treasure Island** to reach **100's of millions of viewers worldwide**.



Each day our Influencers will post 100's of pictures and videos of their experience, the hotel, food, clothing etc. These pictures and videos will be seen daily by millions and millions of people worldwide.

**Sponsors** will be integrated into the TV show, as well as on all Social Influencer posts. This will provide sponsors with an unprecedented amount of global exposure.

## Show Details

There will be a total of 11 episodes, with an approximate run time of 60 minutes (not including commercials).

The **Treasure Island** Players' Lounge is a 60 – 90-minute recap, where we will have a host interviewing Influencers on the day's events. They will discuss the game, conflicts, romances, drama and almost anything else. Set in a social, cocktail hour type of environment, this will no doubt be loaded with entertainment and a great way to get to know each Influencer cast member.

Sixteen **Social Influencers** from **TikTok, YouTube, Instagram, Facebook, and Twitter** will have over **85,000,000** combined followers that will share and help the Influencers in their journey through the challenges they will face. The goal is the ultimate prize of **\$500,000** for one team.



The Influencers will be divided into **8 teams of 2 people**. Each team will need to work together to beat the other teams in the physical and mental challenges.

After each Challenge, Influencers will be given a complex riddle to solve. They will post the riddle to their followers to get help solving it. The online followers will be heavily involved in the game with their favorite Influencers. When they solve the riddle, it will direct them to their

next challenge. Each team is timed when completing the individual challenges. The winner of **Treasure Island** will be the team to complete the challenges the quickest.

## The winner will be announced on the Season 1 Finale

There will be 11 episodes of **Treasure Island**, 10 episodes of The Players' Lounge, thousands of Social Media pictures and videos that will potentially impact **85,000,000** or more followers. In addition to this, **Treasure Island** will post daily, never seen before, content from Season One until Season Two launches later in 2024. All additional content will display our Season One sponsors (One Sponsor per post).

## Influencers/Cast

The Influencers/Cast will be from the USA and will have followers on platforms such as **Facebook, Instagram, YouTube, TikTok, and Twitter**. Each influencer will follow our strict guidelines for posting sponsor promotions or will be removed from the show.

## Statistics

Sixteen **Social Influencers** will have an estimated **85,000,000** total followers. If **85,000,000** followers shared posts, the reach could be 100's of millions. Each Influencer will post multiple images or videos per day for 15 days while filming, not including before or after the show airs.



**85,000,000**  
FOLLOWERS

A **Treasure Island** Sponsor could easily reach 100's of millions of followers worldwide.

Season 1 is scheduled for June 2024 In **Las Vegas**, Nevada.

Season 2 is scheduled for September 2024 in Belize.

Season 3 is scheduled for November 2024 Costa Rica.

**Treasure Island** will film every 4 months with a new cast of Influencers in a different tropical location.

## Social Influencer Marketing

Many brands have learned how to utilize the marketing power of **Social Influencers**, and that trend is expected to grow. According to Entrepreneur.com, dollars spent on Influencer Marketing is currently over \$21,000,000,000.

Influencers are people on various social media channels who have built an audience around themselves and what they say or do on those channels. They can come from any background and are typically not famous, but they are known well by their followers, which could reach into the hundreds of millions.

The right partnership with an influencer can give a brand a huge boost.

### Influencers are already connecting with a Brand's target audience

Consumers are spending a lot of time on social media. Forbes reported that **Instagram** reached 2 billion daily users in 2023, which makes it the third largest social community, aside from **YouTube** (2.5 billion) and **Facebook** (2.9 billion). **TikTok** pulls in a strong 4<sup>th</sup> at 1 billion active users daily.



With so many social channels, it can be hard to know exactly where a Brand's audience spends most of their time. Placing ads on the wrong platform can be a waste of resources. That's where Influencers come in. They have already attracted a niche audience with shared interests, and if a Brand has chosen the right Influencer to partner with, they have already been having a conversation with their potential customers.

## Followers trust Influencers over Brands

People are more likely to engage with an Influencer on social media than they are with a brand. They know a brand is trying to sell a product, but an Influencer might be sharing a product because it's something they use themselves. In 2023 Oberio.com reports that the Influencer engagement rate across industry verticals was 4.84%, while according to Rival IQ, the average engagement rate for Brands independently on **Instagram** by themselves, without Influencers, was between 0.47% - 1.0%.



## Consumers try to avoid ads

Pop-up blockers exist for a reason. Customers do not want to be bombarded by advertisements, and they actively try to avoid them. Influencers allow a Brand to get around that and sell in a more subtle way. By sharing content or information about a Brand's product or service on their channel, Influencers help to amplify their reach and drive revenue.

## Influencers create and share content

In order to stay relevant, Influencers are continually coming up with new current content for their audiences. They know what keeps their audience engaged. This allows them some creative license when promoting a Brand's product or service and can help make sure their potential customers are paying attention.

## Working with Influencers is cost-effective

When compared with more traditional methods such as paid ad placement and celebrity endorsements, Influencers are much less expensive, especially if they're micro-influencers.

According to a 2019 report published by Influencer Marketing Hub, businesses that know how to select and work with Influencers can gain up to \$18 in earned media value for every dollar spent on Influencer Marketing. The report also found that even companies with a mediocre understanding of how to use Influencer Marketing had an average earned media value of \$5.20 per dollar spent.



**Treasure Island is utilizing the power of Social Influencers to build an unscripted, reality-based TV show that accomplishes several objectives.**

1. The **Treasure Island** TV shows give **Social Influencers** an even larger reach. They will become even more well-known.
2. The larger the following an Influencer has, the larger the reach for brands that want to utilize Influencer Marketing.
3. Companies that sponsor the TV show get the best of both worlds. They will receive exposure on an unscripted TV show that will be heavily promoted by the **Social Influencers**, and whose followers will watch the TV show because their favorite Influencers are on the show. Brands will also be exposed directly to Influencer's followers via their social media channels. For example, if a clothing company sponsors the TV show, the Influencer will be wearing their apparel on the show, as well as posting pictures of themselves wearing it on their various social media mediums.



**Treasure Island is the absolute best and most affordable option for brands to get exposure for their product or service.**

## Unscripted (Reality) TV

**Reality television** is a genre of television programming that documents purportedly unscripted real-life situations, often starring unfamiliar people rather than professional actors. Reality television emerged as a distinct genre in the early 1990s with shows such as *The Real World*, then achieved prominence in the early 2000s with the success of the series **Survivor**, *Idols*, and *Big Brother*, all of which became global franchises. Reality television shows tend to be interspersed with "confessionals".

These are short interview segments in which cast members reflect on or provide context for the events being depicted on-screen; this is most commonly seen in American reality television. Competition-based reality shows typically feature the gradual elimination of participants, either by a panel of judges, by the viewership of the show, or by the contestants themselves.

## Reality TV facts

- **90% of Reality TV viewers** watch with a second screen, like a smartphone or tablet, according to Nielsen Research.
- Women make up **60% of the reality TV** audience.
- The reality TV industry in the US is worth **over \$1.8 billion**.
- Reality TV has helped **to break down barriers** and bring people from different cultures and backgrounds together in a shared viewing experience.
- Approximately **79% of adults** who watch television in the United States watch reality shows.
- Approximately **60% of prime-time** television in the United States is reality programming.
- About **80% of reality participants** reported some long-lasting benefit from their experience.
- Reality show participants have spawned more than **653 celebrity offspring** from their TV connections.

The very unique concept of having **Social Influencers** on a reality-based TV show and engaging their social following during the TV show is a first of its kind and we're confident it'll be a massive hit and will grow our **Social Influencers** profiles massively...which ultimately will benefit our Brands and **Sponsors**.





## Direct Sales and Affiliate Companies (sponsorship opportunity)

Direct Sales is a marketing strategy for the sale of products or services in which the revenue of the Direct Sales product is derived from a non-salaried workforce selling the company's products or services, while the earnings of the participants are derived from a compensation commission system.

### Direct Sales Statistics

- Over 20 million Americans participate in Direct Sales or have done so in the past.
- According to facts about Direct Sales, a lot of Americans are already part of direct sales. About 90% of them joined to make some money from what is essentially a \$36-billion industry.
- Social media plays a big part in direct sales growth. As many as 72% of sellers who use social media to contact people exceed their sales quotas by almost 23%. The same percentage outperforms those who don't use social media in their sales strategies. 54% of surveyed individuals meanwhile have connected completed deals with their engagement on social networks.
- 89% of top salespeople consider social media important in closing their deals.
- Statistics on network marketing reveal that the majority of best salespeople use social media and find them crucial to their work. 70% of sales professionals are active on LinkedIn for business purposes, while 64% are active on Facebook for the same reason, and 43% are on Twitter.
- 84% of surveyed people would consider direct selling as a good part-time work opportunity.
- Direct Sales statistics show that most people think of it as a solid business opportunity for part-time work. This indicates that while most people wouldn't consider this good enough for a full-time job, they still see it as a nice way to supplement their income. Some of the reasons probably include flexibility and the option to work remotely. Namely, when asked if they would love to work with flexibility, after their retirement period, 74% of surveyed people said yes. 84% meanwhile confirmed they love working remotely.

- The wellness segment accounted for 34% of the Direct Sales market revenue in 2020.
- Direct Sales statistics show that most people think of it as a solid business opportunity for part-time work. This indicates that while most people wouldn't consider this good enough for a full-time job, they still see it as a nice way to supplement their income. Some of the reasons probably include flexibility and the option to work remotely. Namely, when asked if they would love to work with flexibility, after their retirement period, 74% of surveyed people said yes. 84% meanwhile confirmed they love working remotely.
- The wellness segment accounted for 34% of the Direct Sales market revenue in 2020.
- 75% of direct-selling participants in the US in 2020 were women. Utilizing Direct sales products to sell on Treasure Island with the help of our Social Influencers is a very powerful revenue stream. It will allow Treasure Island, our Influencers and Lenders to not only earn an immediate income once each season airs but an ongoing revenue stream for many years to come.

We intend on partnering with a minimum of 10 products / companies as sponsors for each season.

Each company / Sponsor will not compete against each other. For example, we won't have two Weight Loss Products in a season. We will however market a different weight loss product in a different season.

This will generate a minimum of 10 different income streams per season.

## The Opportunity

Treasure Island season 1 will cost \$1,500,000 to produce and air. We plan on filming in June 2024 in Las Vegas. We'll film Season 2 and Season 3 throughout the rest of 2024.

We've created a loan opportunity for anyone who wants to participate in this business opportunity. The minimum loan amount is \$500 USD and there's no maximum loan amount.

The loan will be for 1 year and will bear an interest rate of 50%. If you loaned \$500, we'll ensure you receive \$750 back within 12 months. We've created a holding company (Lenders Fund) called Treasure Island Network LLC that will disperse all commissions proportionately between lenders. For example, if Bob loaned \$500 and Sally loaned \$5000, Sally would receive 10X more commissions than Bob.

## How does it work?

Treasure Island will partner with a minimum of 10 products per season. The Lenders Fund which encompasses all of Treasure Island Lenders will take a position as a distributor in each product/company. Treasure Island will then take a distributor position under the Lenders Fund. We'll ensure that the Lenders Fund is positioned to maximize each compensation plan.

We will then place all the Social Influencers on each season of Treasure Island under the Treasure Island position in each product compensation plan.

With all the traffic and sales that Treasure Island and the **Social Influencers** will generate, the Lenders Fund will be the beneficiary of the compensation plan commissions.

### **Funds will be paid out Weekly.**

The Lenders Fund will also have its own compensation plan for rewarding people for helping the fund to raise capital.

## The Lenders Fund will have two different compensation pools.

### **1. Lenders Pool**

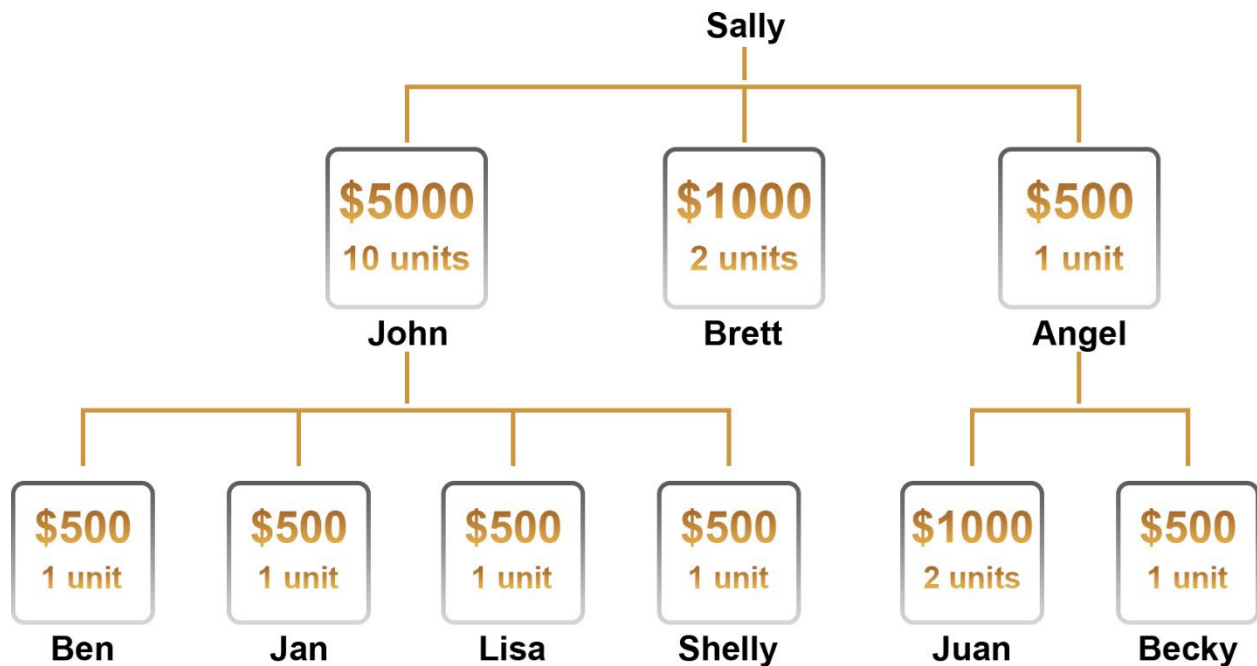
50% of the compensation will be used to repay the loans and interest. Once the loans are all repaid, the commissions will be paid out to all lenders proportional to your original lending amount. For example, if Sally loaned \$5,000 and Bob loaned \$500. Sally would earn 10X more commissions than Bob.

### **2. Business Builders Pool**

50% of the compensation will be paid out to all Lenders via our own Compensation plan. This will reward anyone who is helping us to raise funds. This compensation plan will work as follows.

The minimum will be \$500 USD. That will represent one unit in the compensation plan. If you loaned \$5,000 then you'll have 10 units, etc.

Each month we'll total the number of units and pay out the commission divided by the number of units. For example, if the total monthly commission was \$100,000 and we had 1,000 units in the compensation plan then each unit would be worth \$100. If Sally had 10 units, Sally would be paid \$1,000 that month.



Sally loaned \$5,000 and referred 3 people. John Loaned \$5,000, Brett Loaned \$1,000 and Angel Loaned \$500

John then referred 4 people Ben, Jan, Lisa and Shelly all of whom loaned \$500 each.

Angel referred 2 people. Juan loaned \$1,000 so he has 2 units and Becky who loaned \$500

**For the month Sally has a total of 20 Units in her network.**

John = 10 units PLUS Ben, Jan, Lisa, and Shelly each with 1 unit for a total of **14 Units for Sally**

Brett = 2 units

Angel = 1 Unit PLUS Juan 2 and Becky 1 for a total of **4 units for Sally**

**For the month John has a total of 4 Units in his network.**

Ben = 1 Unit

Jan = 1 Unit

Lisa = 1 Unit

Shelly = 1 Unit

**For the month Angel has a total of 3 Units in her network.**

**The total monthly Units would be 27 Units**

Sally = 20 units

Brett = 4 units

Angel = 3 units

If there were a total of 1000 units this week in the Business Builders Pool and the weekly commission was \$100,000, that would mean the commission was \$100 per unit.

Sally = 20 units = **\$2,000**

Brett = 4 units = **\$400**

Angel = 3 units = **\$300**

These numbers will change weekly as the amount of commission per week will vary and more and more people will continue to refer their friends and family to this opportunity.

Sally may have 20 units this week but if people in her downline continue to refer more people, than Sally's total number of units will continue to grow each week.

**This opportunity closes July 1st 2024** for any new people so don't hesitate tell your family and friends about this opportunity today!



After July 1<sup>st</sup> 2024, the number of units you have in your downline will not change as we're not allowing any new people into this opportunity.

The Lenders pool is meant to reward lenders. The more the money you lend, the larger the financial gain.

The Business Builders pool is meant to reward people for referring lenders to **Treasure Island**.



If the commissions aren't enough in the Lenders Pool to earn your principal back plus 50% interest within the first 12 months than **Treasure Island LLC** will repay the balance owing. For example, if you loaned \$5000, you would need to earn \$7500 within 12 months.

If you only earned \$5000 within 12 months from the Lenders Pool compensation plan than **Treasure Island LLC** would pay the additional \$2500 to complete the loan agreement.

## This Opportunity is only available for a limited time

Season 1 will film in June 2024  
Lending cutoff was January 31st 2024

Season 2 will film in September 2024  
Lending cutoff is April 30th 2024

Season 3 will film in November 2024  
Lending cutoff is July 1st 2024



If you decided to become a lender before January 31st, you would have benefited from all 3 seasons. Which means you would have benefited from a minimum of 30 different product compensation plans.

If you decide to become a lender after February 1st but before April 30th, 2024, you'll benefit from Seasons 2 and 3. Which means you'll benefit from a minimum of 20 different product compensation plans.

If you decide to become a lender after May 1st, 2024, but before July 1st, 2024, you'll benefit from Season 3 only. Which means you'll benefit from a minimum of 10 different product compensation plans.

This program ends July 1st, 2024, and will not allow any new lenders.

You'll continue to earn commissions from each product (per season that you participated in) for years to come. In theory, the compensation from each product should grow month by month. Yes, we'll lose some customers along the way but people in each product compensation plan will also refer their family and friends to grow their business, which in turn will grow our business.

**Additionally, we have 3 bonuses.**

### **Bonus #1**

People can now join the opportunity and pay either in 1 lump sum or they can pay over 5 months with equal payments. For example, if someone wanted to loan \$1000 they can now pay \$200 per month for 5 months and still qualify for all compensation in the season of which they joined

x3

### **Bonus #2**

If you choose to refer someone to the Treasure Island Opportunity, not only will you be paid very well on the business builder compensation plan we'll also pay you a 10% commission.

### **Bonus #3**

When you refer others to the Treasure Island Opportunity, and you earn \$250 in cash commissions you can choose to either get paid out or you can purchase an additional lender unit in the lenders pool. You'll receive a unit for 50% off as all lender units are \$500 each. This will further earn you a very lucrative commission on all product sales



## **Financial Projections**

**\*\*\*All Financial Projections are strictly Assumptions and should not be considered when deciding to take advantage of this opportunity. They are for illustration purposes only!**

When Treasure Island Season One airs, we have access to approximately 100,000,000 people via the TV show and our Social Influencers. If we had 1% or 1,000,000 purchase a product from our product partners that would be incredible however we have assumed only 100,000 people (10,000 people per product) would buy a product each month.

If our lending group only earned \$5 per product per month, that would generate \$500,000 in monthly commissions.

The \$500,000 would be split into the 2 pools.

\$250,000 would go towards repaying the Lenders Pool plus the 50% interest and \$250,000 would be paid to the Business Builders pool and will be divided by how many units each person has.

If we had 3,000 people all lend \$500 for a total of \$1,500,000 of loaned funds, the Lenders pool (\$250,000 per month) would pay each person \$83 per month. If someone loaned \$5,000 then they would earn \$830 per month or \$9960 in the first year.

The Business Builders pool would be hard to calculate as each person would have referred a different number of lenders, however, there would be \$250,000 divided by the total number of units.

Season 2 will add an additional potential of \$500,000 per month (Season One = \$500,000 per month and Season Two = \$500,000 per month for a total of \$1,000,000 per month)

Season 3 will add an additional potential of \$500,000 per month (Season One = \$500,000 per month, Season Two = \$500,000 per month and Season Three = \$500,000 per month for a total of \$1,500,000 per month)

If these assumptions are realized, then the Lenders Fund could earn over \$18,000,000 per year and would be divided amongst the Lenders 2 pools.

In theory, these commissions could increase year by year. Customers would drop off, but there will also be customers in these compensation plans that decide to also build a business and refer others to build a business etc.

## In Summary

The Treasure Island TV show and the cast of Social Influencers have access to over 85,000,000 people via their variety of social networks. Treasure Island is a very unique TV show and has never been seen before.

The TV show hits 3 very large marketplaces.

1. Social Media
2. Multilevel Marketing
3. Reality TV

Instead of getting “traditional” sponsors like Nike, Coke, Ford, etc., Treasure Island will partner with direct sales companies that have products that allow Treasure Island, our Influencer cast and our Lenders to earn immediate and long-term residual commissions from products sold.

As a Lender, you have an opportunity to lend (Minimum of \$500 USD) to Treasure Island to produce the first 3 seasons of Treasure Island and earn a very lucrative compensation from 10-20 products from different companies WITHOUT having to sell products or recruit any people.

Your Loan will be repaid in full plus a minimum of 50% within 12 months of your loan date via the commissions earned from each product sales.

If for some reason the loan and interest are not paid back from the commissions within the 12 months, then Treasure Island LLC will ensure you've been paid in full.

This is a limited opportunity with the greatest benefit to get involved before April 30th,

2023 and we will no longer allow any lenders to join after July 1st, 2024

Timing is everything, join the journey today by visiting [www.treasureislandnetwork.com](http://www.treasureislandnetwork.com) or if or if you have any questions feel free to email us [info@treasureislandnetwork.com](mailto:info@treasureislandnetwork.com)

**Welcome to Treasure Island**  
**your treasure map to wealth!**