



Hand 'N Hand Entertainment
Sharing the art of film, music & television.

Carfolks.com
neighbor approved dealers

April | 16

Carfolks Video Series

Enjoying the Rides Through Life

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If your company is interested in sponsorship and advertising opportunities from this video series, contact Edie Hand at (205) 960-1345.

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The Carfolks Story

Carfolks.com is an online community where consumers, vehicle manufacturers and auto dealers have a venue to engage, inform, entertain and assist each other for their mutual benefit.

With a primary goal of highlighting customer focused auto dealers, Carfolks plans on implementing an organic marketing strategy across all media channels, both digital and traditional. By building virtual and traditional “neighborhoods” we are hoping to change the way consumers view the auto retail industry.

Providing multiple channels gives the public a choice on how and where they engage with Carfolks and the auto retailers in the Carfolks neighborhood.

For the most part, automotive advertising hasn’t changed much in the last 50 years and consists of price focused commercials and newspaper ads. Carfolks believes that having quality sales and service professionals offer a great customer experience will benefit everyone involved in the transaction. Dealers participate by posting pages for all their sales and service team members. This helps build their personal brand and makes them accountable for consumer and business relationships.

The goal is to develop contemporary lifestyle programs shown through vignettes, film, digital branding, and more. We will also be assisting with marketing campaigns in various mediums. We feel that partnering with Hand ‘N Hand Entertainment, Inc. is the best way to proceed on this journey.



Mark Dubis
Carfolks.com

**Enjoy the Ride
Through Life**

It's not always about the destination but the journey going down the road of life. Cars and trucks may take us to the end of the road but our companions, friends and family make the journey worth while. On Carfolks



**There are thousands of great
car dealers out there.
Carfolks.com just makes
it easier to find them.**

Auto buyers are bombarded with a gazillion television commercials, advertisements, and social media posts from automotive dealers every day. All this noise makes it difficult for good dealers to stand out in the crowd.

On Carfolks.com we feature auto dealers who truly embrace the customer experience, highlight their sales and service team members, and make it easy for all their customers to share their dealership experience.

While the majority of customers leave a dealership happy, sometimes problems do arise. In the Carfolks neighborhood we help dealers and customers connect and resolve issues.



HNHEntertainment.biz | Carfolks.com | askCarfolks.com | ILoveMyCustomer.com



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April 26, 2016

Hand 'N Hand Entertainment
5121 Maryland Way, Suite 301
Brentwood, TN 37027

Carfolks: Enjoying the Rides through Life

We are a mobile society. Vehicle usage is woven into the fabric of our families on a daily basis and we plan on offering entertaining, simple, and informative video vignettes every week for a 13 week season. The products we use on these "Rides" plus the ones we use once we arrive at the event are purchased through name recognition, through advertising and word of mouth.

The weekly Carfolks Episodes will touch on the different aspects of enjoying the rides through life. Our hosts Linc Hand and Victoria Plummer will address maintenance, repairs, road hazards, technology, rules of the road, and other topics related to our automotive lifestyles.

Segments will be family oriented, engaging for our audience, and will brighten up our audience's day.

The initial Carfolks Series will debut with limited segments and content will be drawn from topics like these:

- *Carfolks Car Topics:* Introductory automotive related news that impacts the viewers and discussions about what it might mean for them. (e.g. recalls, safety issues, interesting developments)
- *The Rides:* Road trips through various parts of the country. This might be just a few folks in one vehicle or a caravan of vehicles, and always with a specific goal or purpose to make us proud of our heritage and highlight heartwarming stories that appeal to all of us.
- *Carfolks in the Neighborhood:* Look for our team to appear at various local festivals, car shows, special sales events, and other gatherings across America. Working with local sponsors we look forward to meeting our viewers and neighbors face to face.
- *The Carfolks Kitchen:* Noted Cookbook Author, Edie Hand will be sharing recipes and down home wisdom with our viewers on a regular basis, and will

also be touching on some “Pearls of Hope” to help inspire and energize us to not only overcome our daily challenges but to gain the strength to go out and do small Acts of Kindness to help improve the world we live in.

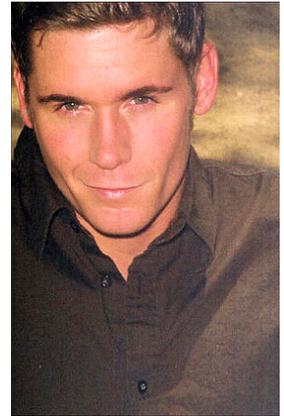
- *Women Behind the Wheel:* A woman’s perspective can be vastly different from a man’s, so plan on hearing the viewpoint from the ladies in the episodes
- *Teen in the Seat:* As more teens get behind the wheel they need to know about safety rules, in car technology and the dangers of driving distractions

The Carfolks Series Hosts: Linc & Vic

Overall, the Carfolks series is a lifestyle show that is entertaining and informative. Here is the primary talent for these episodes.

Linc Hand

The show would be hosted by a young, talented Alabama native and actor [Linc Hand](#). He has guest starred in various television shows including Justified, 90210, CSI: Crime Scene Investigation, Prime Suspect and various Jimmy Kimmel video skits. He has also appeared in numerous films including “42” about Jackie Robinson’s first year in major league baseball and Imperium starring Daniel Radcliffe. His sincere and direct manner provides a great way to connect with our audience. <http://linchand.com> Linc’s IMDb page is <http://www.imdb.com/name/nm1915289/>



Victoria Plummer

Linc’s co-host is [Victoria Plummer](#). She is an actress, recording artist, songwriter and dancer from Indianapolis, IN. Full of energy, enthusiasm and a passion for life and all it has to offer, she will be the perfect complement to Linc’s casual, laid-back style. Together they will introduce a fun, tongue-in-cheek vignette that will educate and entertain viewers and bring a smile to their faces.

<http://www.victoriareneeofficial.com/>

Eddie Hand

Eddie Hand, noted author, speaker, and television personality will be appearing in episodes to share her wisdom and advice through “Pearls of Hope,” along with engaging conversations with special guests. Plan on seeing Eddie on some of our “Rides Through Life” segments too.

<http://ediehand.com>

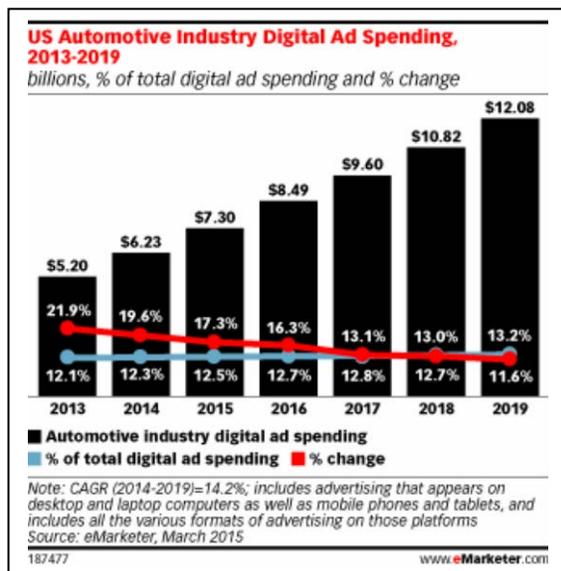


Sponsorship Benefits and Alliance Opportunities

While our launch will be short webisodes, we believe that sponsors will be able to leverage our content to build and reinforce their brand while connecting at a greater level with their customers too.

We feel the timing is perfect for a series of this nature. Consumers are looking for information; dealers are looking for new ways to promote themselves, and consumer product companies are always hoping to engage current and future customers too. This will strengthen our grass roots connection to consumers, dealers, vehicle manufactures, products and music to help enhance the Ride.

The chart below shows that in 2016, the auto industry will spend \$8.49 billion on digital ad spending and the traditional digital channels are getting very crowded. Our platform will have a limited number of sponsors and Carfolks is confident our content is a wonderful way to enhance a company's brand in a cost effective fashion.



The show will appear on the Carfolks.TV website, but sponsors will be able to embed our webisode videos on their websites, blogs, and other content areas to gain increased visibility for their company.

Additionally, we see a potential for our sponsors to be engaged with and build alliances with community groups and other organizations in their neighborhoods to leverage social marketing tactics.

If you feel this program has merit and you have an interest in this project, please feel free to contact us for more information on our sponsorship opportunities. We hope

you will join us on this ride.

Edie Hand
Chairman of the Board
Hand 'N Hand Entertainment Inc.
(205) 960-1345
Visit HNHEntertainment.biz

Carfolks doesn't have a mission statement. Our business philosophy is built on the Cowboy Code. It's simple and to the point. Please note the code also applies to Cowgirls.

The Cowboy Code

1. A cowboy never takes unfair advantage.
2. A cowboy never betrays a trust.
3. A cowboy always tells the truth.
4. A cowboy is kind to small children, his elders,
and to animals.
5. A cowboy is free from racial and religious prejudice.
6. A cowboy is helpful and when anyone is in trouble he
lends a hand.
7. A cowboy is a good worker.
8. A cowboy is clean about his person and in thought,
word, and deed.
9. A cowboy respects women, his parents, and the laws of his country.
10. A cowboy is a patriot.

