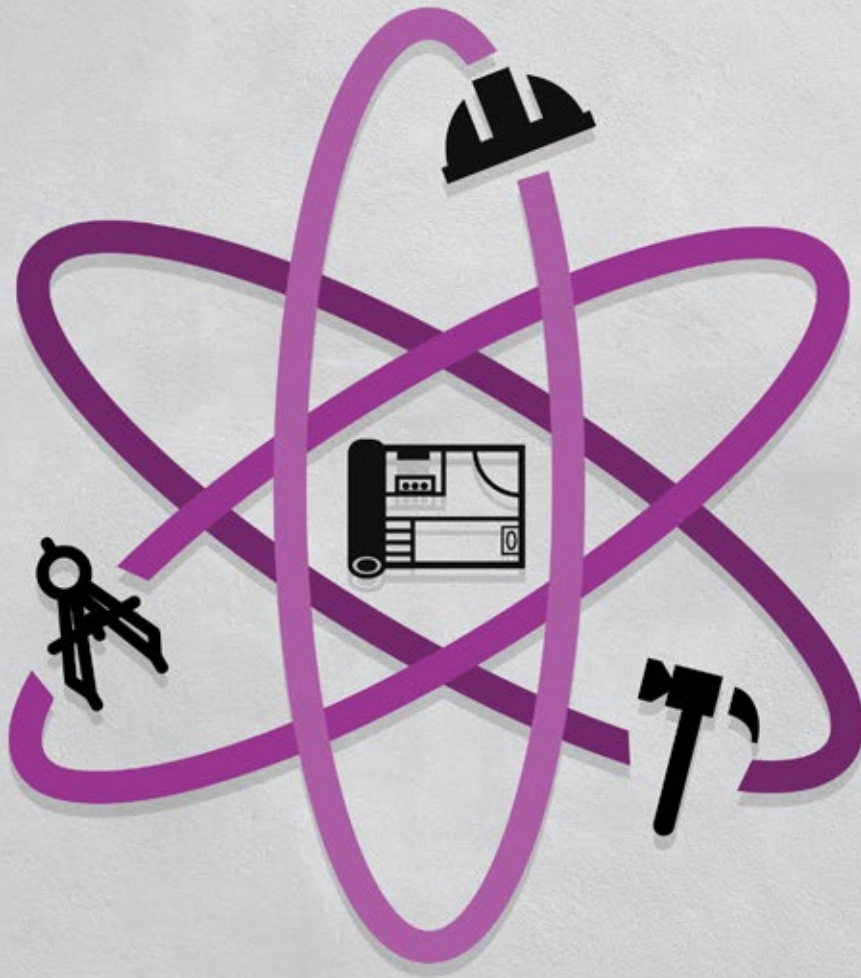


Build Productions, LLC
9300 United Dr STE 100
Austin, TX 78758

Launches
Q3 2023

BUILDING SCIENCE 101

Integration Not Application



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BUILDING SCIENCE 101

HOSTED BY

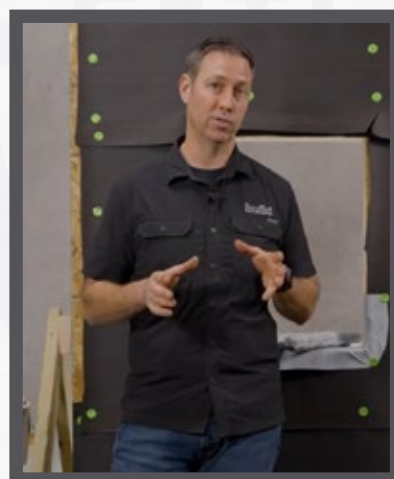


Steve Baczek Residential Architect

Steve Baczek is a registered architect with over 30 years of construction industry experience. Utilizing his strong Building Science background, he strives to integrate sound design practices with good construction practices to provide exceptional design solutions to their design problems. His residential work includes over 50 Leed Platinum Homes, and numerous Zero Energy Homes, and Certified Passive Homes.

Matt Risinger CEO & Chief Builder

Matt Risinger is the creator and founder of The Build Show, The Build Show Network and CEO of Risinger Homes. Matt's passion for building high performance homes and building science education ignited the formation of The Build Show Network (thebuildshow.com) a trusted building science website for builders, contractors, remodelers and DIYers. Matt's successful Build Show YouTube channel has grown to 1 million+ followers and developed recognition for Matt as an industry influencer. Matt shares his extensive knowledge of building science, educating the community by providing techniques and hands-on learning from his personal experiences.



Educating builders, DIY'ers, and homeowners about the importance of building science.

This BUILD Original Series will start with the building science fundamentals and cover the latest advancements, techniques and materials. Upon completing the series, viewers will gain the knowledge and confidence to make smart informed decisions on their building projects.

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ORIGINAL SERIES

SERIES BREAKDOWN

(10) core episodes will be delivered over 2 Months posted on both The Build Show Network and YouTube with bonus material and episodes to expand on topics.

(2) Podcasts that will deep dive into topics

Projected 1M+ Series Views

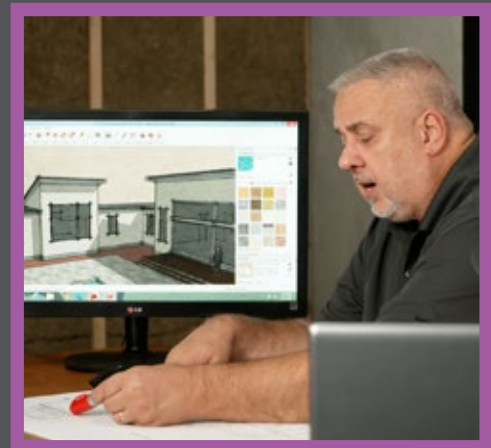
Series Launch Date: September 2023

APPROACH

A 10 episode, studio deep dive into Building Science where homeowners, contractors and new builders can increase their knowledge of better building practices.

Viewers of the Building Science 101 Series will:

- Complete assessments to test their knowledge
- Earn digital certificates upon completion that can be viewed and downloaded or shared on social media



TOPICS COVERED

BUILDING PERFORMANCE

COMFORT & HEALTH

DURABILITY

ENERGY EFFICIENCY

WATER MANAGEMENT

AIR TIGHTNESS

VAPOR MANAGEMENT

THERMAL MANAGEMENT

SOUND MANAGEMENT

SUSTAINABILITY

SUCCESS METRICS

VISION

“Building Science” is the science and technology driven collection of knowledge that improves indoor environmental quality, energy efficiency, and overall occupant health and comfort. One of the main purposes of Building Science is to provide the predictive capability to design and optimize building performance (non structural), for existing and new buildings. Sound Building Science will prevent building failures and improve building quality, while guiding individuals to new techniques and technologies.

1. Why do we build?
2. Why Building Science? Our Comfort and Health.
3. Why Building Science? Durability
4. Why Building Science? Energy Efficiency and Environmental Responsibility
5. Where is Building Science?
6. Achieving Building Science
7. Basics of Water Management
8. Basics of Air Tightness Management
9. Basics of Vapor Management
10. Basics of Thermal Management

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AUDIENCE

AUDIENCE INFLUENCE

Our audience is involved in every step of the build process.



A MULTI-CHANNEL AUDIENCE

Combined monthly reach on YouTube and thebuildshow.com **1.6 Million+** Unique Visitors driving **5 Million+** Video Views Monthly

540,000 Hours Viewed Monthly 6:07 Avg View Duration per Video

1.4M Subscribers Builders, Remodelers, Architects, Trades and DIYers

395,000 Social Channel Followers Instagram, Facebook, TikTok, Twitter

DEMOGRAPHICS

1+ Million Pro Builders, Remodelers, Architects, Specialty Trades and DIYers

75% between the ages of 18-54

GROWING AT 25% YOY

SOCIAL REACH

209K @risingerbuild Instagram

58K @thebuildshow Instagram

53.5K @stevenbaczekarchitect Instagram

36K Build Show Network Newsletter Subscribers

PODCASTS

335K total downloads YTD

23K Unique Listeners (Jan 2023)



VIDEOS ARE THE MOST EFFECTIVE MARKETING MEDIA

73% of people are more likely to make a purchase after watching a video.

SPONSORSHIPS

BUILDING SCIENCE 101

The Build Show Network is proud to partner with our valued clients to craft unique advertising and sponsorship programs. Our collaborations have driven amazing marketing results that keep our clients coming back to us!

SERIES UNDERWRITER

Sponsorship Includes:

“This Episode brought to you by Underwriting Sponsors” logo and voiceover at the beginning of each episode and podcast

Up to 2-minute Sponsor Video Vignette created and inserted in (2) Building Science 101 Series Episodes

Sponsor tagged in description of (6) Instagram Posts with Matt Risinger, @risingerbuild

500K minimum Ad impressions across the Build Show Network

Logo with Link on Building Science 101 Series Landing Page

(6) Newsletter Ad Insertions

Sponsor receives Building Science 101 Series Episode embed links with a limited license to promote on their website

Sponsor one page advertisement is included in Building Science 101 eBook

Sponsors will receive contact details of eBook downloaders

Sponsor will receive a PDF of the eBook with a limited license to publish it on their website or social media

Sponsor’s logo to be included on course materials including participants course completion digital certificates

