

# *keeping* Good Company



**“If Martha Stewart, Jimmy Fallon, and Mister Rogers produced a show.”**

We are a hybrid design and hospitality show that highlights the importance of community and connection.

Our goal is to take our viewers on a journey filled with simple acts of kindness, laughter, camaraderie, and inspiring stories. We aspire to learn from and connect with others, through the amazing spirit and diversity of the people and places of West Texas.

Our hope is for our viewers to come away -

1. Inspired to engage in their own communities and to find ways to celebrate others.
2. Excited to go out and experience new places and make new friends.
3. Equipped with fun ideas to spark their own adventures and celebrations.



*Our Message: Love Your Neighbor.  
Inspire Kindness. Celebrate Often.*

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# How our show will

benefit our West Texas  
Communities and beyond:

1. Teaching others simple ways they can have a big impact on the lives of individuals and their communities as a whole.
2. Supporting and promoting businesses throughout the region, sharing the importance of shopping local, and supporting companies that positively impact others.
3. Improving the morale of our region through strategic representation of all that Texas has to be proud of. Including showing the world that our real value, lies above-ground with our people.
4. We are also aiming to add value to the overall quality of living in our communities by increasing not just the emotional but the economic prosperity of our region as well.



## EPISODES

We recently completed filming our Fall '22 season, consisting of eight episodes. The first episode will be aired the second week of August 2022.

We will stream on multiple platforms and air in multiple Texas markets.

Networks and platforms will be listed on our website.

The home base for the show is the Little Teeny Farm in Midland, TX. Every season will additionally highlight our sister city, Odessa, plus a few other West Texas cities.

Included for Season 1 & 2:

Lubbock, Big Spring, Monahans, Marfa, Abilene, Andrews.

On occasion we will be highlighting stories throughout the state as well!



# Sponsorship with Keeping Good Co.



*This is more than simply advertising. It's a collaboration experience unlike any other. We offer an effective strategy to promote your company through 5 different marketing avenues all while improving our amazing communities.*

**236k+**

Monthly Network Reach

**146k+**

Monthly Streaming Reach

**178k+**

Monthly Social & Web

Your organization can benefit from sponsorship packages that include promotional credits such as:

- Highly produced live commercials
- Expertly created graphic commercials
- Print media promotion
- Unique collaborations
- Social Media promotion
- Website promotion
- Event promotion
- & more!

But most importantly, you will be partnering yourself and your organization with a mission minded production company whose roots were established in the Permian Basin more than 15 years ago. A company known for it's philanthropic efforts, head for business, and heart for community.





*"This is more than simply teaching diys or recipes or design. We want to spread kindness through simple acts of service and great story telling. Every episode will offer support through practical help and lots of encouragement. This could be for a first responders' family, a single mom, or a community non-profit. We want to live our philosophy- Don't wait for a catastrophe to be a good neighbor."*

*-Brandy Bell*

## Season 1 Sponsors





# Meet the Team!

*Brandy Bell*



Executive Producer,  
Director of Content,  
and Host:

With 23 years' experience in business, specifically design, hospitality, and events - 12 years' experience with running a community philanthropic organization - 8 years in content creation and media production, and endless energy, Brandy Bell will be the head of production, directing content, working directly with the contributing businesses, and be the main host for the show.

*Kourtney Schopper*



Cinematographer,  
Content Editor,  
and Strategist:

Born and raised under beautiful West Texas sunsets, she graduated from Baylor with a degree in Film & Digital Media. On top of multiple industry awards, her portfolio includes clients like Chip and Joanna Gaines, Magnolia Home Furnishings, and has been featured by Martha Stewart, Style Me Pretty, and more. She is excited about how Brandy's show can bring people together and inspire creativity & generosity in communities.

*Tori Pearson*



Operations Manager:

A Midland Native and graduate of Texas Tech, Tori has a heart for the people and places of West Texas! With a background in advertising and marketing, extensive training as a professional photographer and artist, and a natural talent for uniting people and implementing systems, Tori has been invaluable to not just the production company but to the entire So. Bell & Co. organization. You will be sure to see Tori's sunshine sprinkled throughout everything we do.

*Luke McDonald*



Director of Photography:

Born and raised in Andrews, TX. Luke and his wife, Lee, have been involved in professional video production for more than 5 years and currently own and operate their own production company, Filmhunter Media. Luke has created video content for a myriad of different industries from full length documentary films to corporate interviews. Across the board, Luke has used his gift to convey stories and emotions through video that leave an indelible and lasting impression.

*Carma-Lynn  
Muscroft*



Producer and  
Production  
Manager:

With more than 30 years in live entertainment, film and television Carma-Lynn brings a vast array of expertise to the team.

*Sydney  
Buettner*



Prep Assistant:

Sydney is an artist, student, and detail expert. She also has extensive experience in the hospitality and event planning industry.

*Adam  
Reed*



Cinematographer

Adam's cinematography, talents, and experience have proven themselves vital to the beauty and storytelling aspects of the show.