

# GO4BROKE

---

## GAME SHOW/ REALITY HYBRID

---

Staycation Shopping Experiment  
Sponsored Budgets and Banks  
Bullseye Game Interface  
Audience Poll Zero Balance Points  
Naturalized Branded Entertainment  
Designated Market Area Casting  
Social Media Foreclosure Initiative  
Ultimate House Staging Experience  
Progressive Game Level Prizes  
3D Virtual Tour Progress Reports  
Print Media Finale Showcase  
Winner-Take-All Bonus Automobile

# Go4Broke

Co-op Game Play | Win a Dream Home



LOOSE

before . . . . . after



Players use sponsored banks & budgets.

WIN

## MISSION

The eight week live-in experience makes its mission to bring hope to families of American crises—while supporting home owners with great design ideas across various budgets and styles. Special series content offers solutions for financial health, and how to protect your home against natural loss.

## STAKES

As luck would have it, on *Go4Broke*, losing everything means you can win! So if you have lost your home due to exceptional crisis factors you can be a player. But taking home the grand prize, a fully trimmed designer home, happens one level at a time.

*G4B* players are immersed in home accessories, furnishings, and builder services of all price points (*provided by game level sponsors*), engaging viewers in a naturalized branded entertainment experience enriched by the collaborative give-and-take non-elimination co-op game format.

Only one player who manages to spend his or her bank most effectively (*exhausting level funds strategically*) while contributing thought and insight to the extended home design process, will end up with the budget closest to zero (*or exactly at zero*) – qualifying the player to be able to keep the home (*and all of its trimmings*).

***Go4Broke means players must “get to zero!”***



PLAY ALONG ON HOUZZ APP



FIND DESIGNERS ON ELLE DECOR



DISCOVER GREAT NEIGHBORHOODS

# “Get to zero!”

Nate Berkus,  
Season 1 Design Coach



Profile manager and  
“game level” packaging.

Making good of the subprime mortgage crisis, the Go-4-Broke game show format offers players a multilevel “house staging” experience. Players outfit the house with their favorite brands using “banks and budgets.” Each player plays as an individual, but must cooperate in subgroups to earn \*points. Over the eight week “staycation,” whoever comes closest to allocating the total multi-bank sum wins by “going for broke.”



Realtor/Host by Bill Rancic

\*Points are assigned by viewers based on player skill and level goals. Players can use earned “coop” points to “zero out” their banks, with the top scoring player able to spend the remaining bank balance to buy the game level prizes. Each level has its lesson in home design and cost management. Coop points accrue across game levels.

## Home Makeover Coop Game

(Each level has preassigned “ZERO bank” price packs.)

Retained Bank Values	Level
\$25.00	Level 1
\$118.00	Level 2
\$6.00	Level 3
\$295.00	Level 4
\$45.00	Level 5
<b>winner \$0.00</b>	<b>Level 6</b>
	Level 7
	Level 8



Earned Co-op Points based on:

- Look Concept
- Coop Assist
- Cost/Value
- Tech/Utility
- Creative Fix
- Style Finish
- +(2) Wild

A player who zeroes out their balance during a game level wins all the prizes during that level.

Game play is tracked as players pass through layers of the bullseye. If a bank is expended fully layer prizes are won. Or players can win with coop points (assigned by audience votes), which can be used to purchase level prizes (after all points have been assigned). To win the bonus prize (at the center of the bullseye), a player must have won one “zero” round to activate “DOUBLE ZERO” game play, which can instantly win the show. Otherwise, the player whose final bank is closest to a “ZERO” sum wins.



**Audi**  
A new luxury vehicle



Bonus prize (for achieving a double zero balance):

# Go4Broke

Out-of-the-Box Home Makeover

Each round players can keep game level prizes if their bank equals zero sum. Players can use their coop points to purchase one level based on their ranking and total points earned. Final winner wins home and all previous levels.

Featured bank sponsors vary per season...







RALPH LAUREN Home



Level challenges focus on structural build outs and built-ins, surfaces including floors and walls, furniture and window treatments, kitchen and bath, computers and home entertainment, security and energy efficiency and special considerations assigned by the offscreen design panel.

Major Sponsors provide fixed “banks” for designated game levels.



“Go4Broke emulates a hands-on focus group and continuously shifting brand showcase where winner takes all.”

Players must happen into the right combination of products to “ZERO” out each level, which is predetermined by the featured designer’s product picks.”

## “May the best shopper win!”

You’re about to put everything on the line . . . You could win this house and everything in it.

It’s a tight squeeze for our eight contenders, but this is a non-elim coop emulating how diversity adds creativity and value. And viewers will be voting with points, rewarding star behavior for the best decisions, using cost and style criteria—which ultimately allows each player to earn level prizes.

Eight people in a designated geographic market will move into a bare naked house, spend eight weeks formulating the best home design plan, while vying for a chance to win the house and all of the trimmings cooperatively purchased. Banks are sponsored by brands, which collectively add up to a total budget, that is then split into levels, which are played out as a home “staging.”

Players will be roughing it on floor mats, while living out of duffle bags and dopp kits, as they make it from the cold welcome where modern amenities are just a vision they must coordinate. (Non-elim format means maximum player interaction for character arc and final story reveal.)

Brands inspire Americans by offering a little bit of hope on *Go4Broke*, a product integrated home staging game featuring the latest trends in design.

(The game is only open to people who have lost their home due to the historical subprime mortgage crisis, and catastrophic weather events.)