



EGGS Network: Culture in Motion

EGGS Network (Energetic Goals & Gathering Solutions) was born out of a single passion: jump rope. What started as freestyle clips made for joy, creativity, and expression slowly evolved into a full-fledged content network. Fueled by movement and meaning, founder M.A. expanded the scope beyond just rope and rhythm—developing compelling faceless formats that blend culture, commentary, fitness, education, and curiosity.

Today, EGGs Network produces high-impact, short-form and episodic media across genres—uniting entertainment with inspiration, and vibe with value. Whether through motion, mystery, or mind-expanding dialogue, each show delivers something worth bouncing with.

JRKS (Jump Rope Kids Show)

Launched July 3rd, JRKS is a dynamic kids content channel blending jump rope dance, fitness, and fun with comedy, music, and character-driven storytelling. We create content designed for children aged 4–11—but enjoyable by all ages, even those beyond the parents supervising the screen time.

Our YouTube channel delivers vibrant, loop-worthy shorts and full-length episodes that promote coordination, creativity, and confidence through movement. JRKS isn't just a show—it's a movement platform that inspires kids to engage with fitness in playful, culturally relevant ways.

Whether you're a toy company, children's brand, wellness service, or entertainment partner, JRKS offers a unique, high-energy media space to grow your audience, shape young minds, and get your brand jumping.



BTB (Beneath The Bounce)

Beneath the Bounce is where jump rope meets real talk on dating, discipline, and doing life solo. Hosted facelessly by Malcolm Anomnachi, BTB blends long-form rhythm training with raw, rhythmic monologues about what it really means to build yourself—in body, mind, and relationships.

This isn't just fitness content. It's cardio with a conscience.

Each episode pulses with unfiltered insights, rants, and self-coached reflections that use solo jump rope as both metaphor and message.





Growth Bundles:

◆ Seed+ Bundle

\$950 – 9 Shorts + 1

Longform (Per month)

Includes:

- 9 short-form videos (brand mention + link + targeting)
- 1 long-form (mentions + segment if relevant)
- All links live for full run
- Creatively seamless intro/mid/end (or combo) copy and light creative alignment
- Ads included for all content

Ad Allocation:

- \$270 (9 shorts x \$30)
- \$75 (1 long x \$75)
- **Total Paid Media: \$345**

Take-Home Target:

- ~\$605 net (50–60 per short, 150+ for long)

Price: \$950

🌸 Bloom+ Bundle

\$2,050 – 18 Shorts + 3

Longforms

(Per month)

Includes:

- All Seed+ benefits, PLUS:
- Branded segment integration in 5–7 videos
- Static logos in shorts and video descriptions
- "Brought to you by" moments across clips
- Cross-posting to IG Reels + tags
- Optional product feature in at least 3 shorts

Ad Allocation:

- \$540 (18 x \$30)
- \$225 (3 x \$75)
- **Total Paid Media: \$765**

Take-Home Target:

- ~\$1,285 net

Price: \$2,050

🌿 Cultivate+ Bundle

\$3,850 – 27 Shorts + 7

Longforms (Per month)

Includes:

- All Bloom+ benefits, PLUS:
- 1 fully brand-themed short or longform
- End-screen logo in 10 total videos
- Custom script alignment for longforms
- Brand tone consultation + segment brainstorm
- Refund option on ad budget (flat \$35 processing fee)

Ad Allocation:

- \$810 (27 x \$30)
- \$525 (7 x \$75)
- **Total Paid Media: \$1,335**

Take-Home Target:

- ~\$2,515 net

Price: \$3,850

Add-On: Media Refund Policy (All Tiers)

If a client requests a **refund of their paid media** (due to poor performance or change of strategy), the **ad portion is refundable**, less a **\$35 flat processing fee** to cover time and internal costs.



Why This Package Delivers for You

- **Extended Visibility:** Each video comes with a 3-month paid media boost, ensuring your brand stays in circulation—longer than the typical 48-hour social shelf life.
- **Precision Targeting:** Content is distributed to viewers by interest and geography, hitting your most relevant audience across platforms like Facebook, Rumble, Instagram, and YouTube Shorts.
- **Built-In Credibility:** Your brand is introduced through culturally smart content that resonates with a loyal, returning viewer base—not just fed to random scrollers.
- **Flexible Ad Strategy:** We offer a refundable ad budget (less a processing fee), so you're never locked into a one-way spend. Adjust your media strategy as results come in.
- **Creative Integration:** From shoutouts to full-themed segments, your brand isn't just seen—it becomes part of the narrative, helping viewers associate you with trust, culture, and relevance.

Investment & ROI Opportunity

To make this a truly rewarding partnership:

- **Referral Bonus:** Get **50% off** of your sponsorship if you refer **5–10 other businesses**.
- **Revenue Share:** For any monetized video using your brand:
 - **50% of net revenue in Year 1**
 - **40% in Year 2**
 - **30% in Year 3**

It's my way of ensuring this is more than a one-off exposure play—it's a collaborative revenue stream built for growth-focused partners like you.

Why Paid Media Strategy with EGGS Network Just Makes Sense

In today's saturated scroll culture, organic reach alone often isn't enough. That's why EGGS Network pairs culture-rich, trend-responsive content with **targeted paid media distribution**—ensuring your brand doesn't just get seen, but remembered. Each of our bundles—from the Seed+ to Cultivate+ tiers—allocates a healthy portion of your investment directly into smart, platform-native ad spends. And it works. **Short-form video ads currently deliver the highest ROI of any digital format, with a reported 80% higher retention rate and 2x higher engagement** compared to traditional display ads (Meta & Google Ads data,



2024). With our topical virality, tight creative alignment, and built-in narrative value, each dollar stretches further.

What makes EGGS Network especially unique is that we're **not just an ad space—we're a cultural gateway**. From wellness and weed reform to kids' edutainment and energetic self-development, our faceless formats travel fast because they hit emotional, humorous, and intellectual chords. Even without a massive subscriber base (yet), **our video virality potential is high** due to trend synchronization, evergreen messaging, and frictionless viewing across YouTube Shorts, IG Reels, and TikTok. Plus, with **ROI-friendly take-home targets** and optional refund policies on ad spend, your risk is minimal—and your upside is real.

In short: if your brand wants to grow where culture is going, not where it's already been—then **now is the time to plant your presence**. EGGS Network makes every impression count, every clip work harder, and every campaign easier to scale.


PAYMENT INSTRUCTIONS – CI6S & EGGS Network

To secure your sponsorship package:

1. Go to paypal.biz/eggsservices (On Linktree, scroll down to the bottom and select “Donate/ Misc. Pay @ PayPal”)
2. Select the appropriate amount for your package
3. In the **note/memo**, include:
 - Your name or business name
 - The selected package (e.g., “CI6S/JRKS/BTB – Bloom Package”)
 - Your email and contact number
4. Submit payment

Once payment is received, you'll get a confirmation email within 24 hours and production will begin.

 For any questions: eggsservices@gmail.com

 (443) 252-3011

Custom packages available. Turnaround: 24–96 hours.

Let's Move Culture—Not Just Metrics

Whether you're a disruptive startup, wellness brand, media partner, or legacy company seeking fresh energy—EGGS Network offers more than digital real estate. We offer rhythm, relevance, and real connection.

Each faceless show in our slate is built to spark thought, stir emotion, and move people—literally and figuratively. In an era oversaturated with trends and short attention spans, we don't just capture eyes—we activate minds and invite hearts.

If you're looking to partner with a network that prioritizes meaning, momentum, and modern



media impact—then you're already in the right place. Let's create something that sticks, scales, and *actually* matters.

About the Founder:

Malcolm Anomnachi, a multi-talented artist and performer, brings a rich tapestry of experiences to the table. Born on September 4th, 1992, with Nigerian heritage, Malcolm's journey in the performing arts began with vibrant African cultural performances in Nigeria. His passion for the stage was ignited when he portrayed a slave in Amiri Baraka's powerful play, "Slave Ship," during his early days in the United States. Malcolm's artistic endeavors have taken him on a soulful and enriching journey, collaborating with some of Baltimore's most dedicated community theaters, including Cohesion Theater, Baltimore Theater Project, Annex Theater, and more. He recently wrapped up a role in the 1800s period piece "The Extraordinary Negro" by Tatianna Sims & NYU Tisch School of the Arts, and he's currently involved in the independent film production "Oversight/When We Try" by Eric Rice.

Not confined to the stage, Malcolm's creative talents span various disciplines. He's ventured into stand-up comedy, songwriting, music, dance performances, and other artistic projects, earning critical acclaim in several publications across Maryland, DC, and Virginia. In addition to his artistic pursuits, Malcolm embarked on a transformative health and wellness journey. Battling weight issues for a significant part of his life, he discovered the exhilarating world of jump rope. What began as a quest for better health, self-esteem, and industry appeal led to a remarkable transformation. He lost weight in the most entertaining way possible, and his passion for this sport spurred him to share its wonders and entertainment value with his community.

Today, Malcolm is the driving force behind EGGS Network, a dynamic social media platform with a primary focus on health and wellness through jump rope. Through engaging jump rope dance content and music, he has harnessed this medium for advertising, marketing, and branding services, offering potential revenue streams for other companies. His innovative approach is not only changing the game in the fitness and entertainment industries but also creating unique opportunities for collaboration.

Malcolm Anomnachi is not just an artist; he's a visionary entrepreneur who has successfully merged his passion for the arts with health and wellness, and he's poised to make a significant impact in the entertainment and fitness world.



Malcolm Anomnachi

Founder, EGGS Network | CI6S | JRKS | BTB | STVR LENS

✉ eggsservices@gmail.com

☎ (443) 252-3011

🔗 EGGS Network: <https://www.youtube.com/@EGGSNetwork>

🔗 JRKS: <https://rumble.com/c/c-7741385>

🔗 CI6S: <https://rumble.com/c/c-3800417>

🔗 BTB: <https://www.youtube.com/playlist?list=PLaSkjBN1AJ7H5wyMn4oqhl4xs2aTdlhg1>

🔗 STVR LENS: <https://rumble.com/c/c-7342711>

🔗 Linktree: <https://www.linktr.ee/EGGSNETWORK>

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