



*PRESS KIT*

# WELCOME

THE SHEEPOLL SHOW IS A NEW FORM OF WEEKLY PUB AND BAR ENTERTAINMENT, DESIGNED FOR THE CURRENT DIGITAL AGE. OUR GROWING OBSESSION WITH SCREENS AND INSTANT GRATIFICATION IS NOT ONLY CHANGING THE WAY WE THINK AND SOCIALISE, IT IS CHANGING WHAT WE EXPECT FROM THE SERVICES AROUND US.



THE SHEEPOLL SHOW TAKES THE BEST ASPECTS OF TRIVIA AND STAND-UP COMEDY AND JAMS THEM INTO A NEW CONCEPT THAT IS MORE PALATABLE TO MILLENNIALS, YET STILL ACCESSIBLE TO THE GENERATIONS ABOVE.

IN THE FOLLOWING PAGES, WE'LL TRY BEST TO EXPLAIN WHAT THE SHEEPOLL SHOW IS ALL ABOUT, WHY IT'S MAKING A HUGE SPLASH AND HOW IT IS LAUNCHING NATIONALLY FROM JULY 17.

WELCOME TO THE SHEEPOLL SHOW, A FUN, SOCIAL AND INTERACTIVE 'ANTI-TRIVIA GAME SHOW' WHERE THE PERFORMERS AND THE AUDIENCE BOTH CONTRIBUTE TO THE CONTENT AND ENTERTAINMENT.



# WHAT IS THE SHEEPPOLL SHOW?



Sheepoll. Verb. The act of polling to determine the black sheep and white sheep of a given audience.

For example, Stacey announces, "We should totally sheepoll the office! I wonder who is, like, the most average person here. I bet it's, like, Steve from accounting."

Here, Stacey thinks that Steve from accounting will be the white sheep. In fact, when sheepollled, we found Stacey to be the white sheep and Steve to be a dark grey. Stacey hates being average. Stacey also hates Steve.

Now... make the questions in that poll ridiculous. Add a comedic MC, a wise-cracking DJ, sheep cartoon jingles, online avatar sheep, sweet tunes, audience interaction and an all-in Mass Debate, and you have yourself: The Sheepoll Show. A 2-hour, comedy-fuelled, interactive game show for pubs and bars.

The Sheepoll Show uses the Sheepoll app to sheepoll an audience (see above definition if confused). By comparing the responses of those answering our silly subjective questions, the show uncovers important stats like: 94% of people pee in the ocean; 64% think that Donald Trump would beat Ronald McDonald in a game of Monopoly, and; the best way to make friends whilst travelling overseas is "boobs".

Fun, social and interactive. The barriers of performer and audience are completely removed, creating a unique show where they both contribute to the content and the entertainment.

The experience is free, comical and insightful! It's awesome with a group, makes a perfect first date and even works if you want to play with yourself... or is that 'by' yourself... regardless you'll no doubt enjoy the Mass Debate.

In the end we use the Sheepoll app to see how the majority has ruled and where you fit in. The 'most average person in the room' is hailed as the White Sheep, and likewise, we celebrate the wonderfully 'unique freak' – the Black Sheep. Both players are given 1st place venue vouchers and kickass sheep shirts to match their freshly unveiled identities. Participants can also win prizes along the way by giving creative or hilarious responses.

Oh, and at the end of the night, everyone is matched with their Poll Mate and their Pollar Opposite! That is, the person you answered most similarly to and most different too. How cool is that?!

Curious about where you sit in society? Are you an average white sheep like Stacey, a unique outlier black sheep, or somewhere in between like Steve? Find out at your local show and discover the real ewe.



# HOW DOES IT WORK?



Let's get something straight. The Sheepoll Show is a weekly 2-hour question-based entertainment show for pubs and bars, but it certainly ain't trivia! Nobody leaves feeling stupid and anybody can walk away a winner.

You don't find one or two members of a team dominating the question-answering, because everyone contributes! In fact, you don't even have teams! The gameplay revolves around banter and debate, and even though individuals submit their own responses, you find there is more cross-table conversation and social interaction than trivia.

Over two rounds, the gameplay is comprised of 15 different segments made up of 28 polls and 4 prize games. Each segment boasts its own quirky sheep-themed cartoon and jingle, as well as its own polls and rules. Unlike trivia, our polls are designed to divide crowds and spark friendly debate. Like: "Would you rather only age from the shoulders up or nipples down?" or "What would be the the coolest way to die?"

The experience is powered by the Sheepoll app, an interactive, real-time data collection platform. Built from the ground up, it simultaneously combines the host controls, the player's responses and the screen-feeds. Despite being really clever, it also features a lot of quirky and cute elements to keep the flow fun and engaging. For example, players have a Baabaatar, an online sheep avatar, that represents them and changes its appearance according to how questions are answered.

Not forgetting the most important people there, The Sheepoll Show features not one, but two hosts - the MC and the DJ. While the MC normally bounces around the room to indulge in audience interaction, the DJ drops fresh tunes and regularly chimes in with their own Statler and Waldorf-style commentary to contrast and oppose the MC. Each poll is humorously debated and dissected by both hosts and audience members under a careful blend of formulated show structure, with a 'let's see what happens and run with it' attitude. Generally, The Sheepoll Show players are quickly absorbed within a whirlwind of witty remarks, ridiculous propaganda and passionate debates amongst friends. It is this atmosphere that makes our little sheep show a truly entertaining, engaging and unique experience.





# PRESS RELEASE



## THE SHEEPOPOLL SHOW

NATIONAL LAUNCH: 17 July 2017

**VENUE INFO** – [get.sheepoll.com](http://get.sheepoll.com)

AUDITIONS: Nationwide 5-12 June

**AUDITION INFO** – [auditions.sheepoll.com](http://auditions.sheepoll.com)

### MORE INFO

[press.sheepoll.com](http://press.sheepoll.com)

[hello@sheepoll.com](mailto:hello@sheepoll.com)

(07) 3876 2727

0411 335 422 (Steffan direct)

   @thesheepollshow

 The Sheepoll Show

Over the past 9 months, in a little Brisbane laneway, some innovative sheep have been testing a new form of weekly entertainment that poses ridiculous polls to discover the black sheep and white sheep of a participating audience. Dubbed an 'anti-trivia game show', The Sheepoll Show steals elements of pub trivia and stand-up comedy in an innovative entertainment experience that is more palatable to the millennial audience, yet still enjoyed by the generations above.

The Sheepoll Show features subjective questions that test morals and opinions, and is powered by an ingenious app that allows instant audience-to-host interaction. The show bins questions with right-or-wrong answers altogether. Everyone can contribute and no one leaves feeling stupid. Greenies also leave happier, as no paper answer sheets are binned at the end of the night, because The Sheepoll Show is paperless.

The only trash is the talk that occurs in the banter and debate between the audience, MC and the wisecracking DJ. The format is oddly unique, where barriers are removed between performer and audience, creating a conversational flow where everyone contributes to both the content and the entertainment.

Producers Steffan van Lint and Chase O'Connell are the creatives behind The Sheepoll Show and have been hosting the prototype at Saccharomyces Beer Cafe every Sunday evening in South Brisbane since September last year. Steffan, co-founder of, ironically, one of Australia's largest trivia companies in Quiz Meisters, wanted to depart from his trivia roots to focus on a concept that was more about the people playing rather than facts about countries, sportspeople and B-grade celebrities.

"I actually hate trivia", says Steffan, "I suck at it! We started Quiz Meisters because we saw an opportunity to use pub trivia as a medium to get creative with and perform in. The Sheepoll Show is kind of an evolution of that. We were innovative with trivia when we started Quiz Meisters, but that was 14 years ago. Time to get innovative again."

The concept has been under development for over 18 months now. The prototype show at Saccharomyces Beer Cafe has been rigorously tweaked and tested, and crowds love it, coming back week after week. The big news, however, is that the rest of Australia can soon experience The Sheepoll Show, as they are launching nation-wide come July 17.

Fitzroy Beer Garden in Melbourne, Beach Road Hotel in Sydney, Rosemount Hotel in Perth, Heya Bar in Brisbane, Debacle in Canberra and The Original Coopers Alehouse in Adelaide are just some of the venues getting onboard in July.

To fill those venues, the team is auditioning nationwide for fun-loving duos to host the shows. Yes. Pairs. Comedians, performers, class clowns or just everyday people who have good banter - this is your chance to get paid to talk shit in a pub while hanging out with your mate! "We really hope to see a mix of people audition", explains Chase, "I'd love to see a married couple get through or a brother-sister combo. I know in Brisbane we have identical twins auditioning. How awesome is that?!"

The team has nearly finished the launch version of the Sheepoll app that will power the experience. Packed with all sorts of fun and clever features, the Sheepoll app allows participants to answer questions and instantly contribute to the show. It also creates a Baabaatar, an online sheep avatar representation of you that changes according to the way you answer the polls. Don't pee in the ocean? You're more of a black sheep. Friends call you goofy? Your Baabaatar will more than likely be wearing a rainbow propellor hat.

At the end of every show, not only will you find out where you sit on the black-to-white sheep scale, you'll also be matched with your 'Poll Mate' and 'Pollar Opposite' in the room. This show really is all about ewe.



# GROUP PROFILE: QUIZ MEISTERS

**quiz  
meisters**  
*Trivia. But good.*

Quiz Meisters started in early 2004 by introducing digital film to a traditional and somewhat tired trivia format. This new element opened pub entertainment to a world of creativity, allowing fresh and fun ways to present trivia. Over the years, Quiz Meisters' irreverent comedic style has helped it become Australia's favourite trivia company, with over 100 shows occurring every week.

Founded by Pete Curry and Steffan van Lint, Pete now oversees the day-to-day trivia operations at our Melbourne Head Office while Steffan has moved to Brisbane to focus on future innovations and new entities to widen the direction and reach of the group. Sheepoll is one of them.

With a focus on using technology to stay innovative and relative in the entertainment space, Pete and Steffan have brought on a new generation of talented creatives to explore the possibilities of tomorrow.



*Pete Curry and Steffan van Lint have come a long way since their 2004 "bungalow" office (ABOVE) to national company employing over 100 people.*





# STEFFAN VAN LINT

*PROJECT LEADER, BLACK SHEEP, WOOL SPINNER*

Steffan co-founded Quiz Meisters in 2004 and is the driving force behind Sheepoll. In charge of 'developing new business and concepts' his professional experience is in production (both in film, mixed media and stage) and marketing. An Arts graduate from The University Of Melbourne, Steffan majored in both Psychology and Cinema Studies with honours in Psychology, but found his strength in presenting and producing while on the University's SIFE team representing Australia in the 2003 SIFE World Cup (now called Enactus) in Germany.

Starting Quiz Meisters in 2004, he hasn't looked back, building the business into a successful, national entertainment company which has seen him produce a TV show on Channel 31, multiple Adelaide Fringe and Melbourne International Comedy festival shows, concept shows with Hurley and Wrangler, a trivia dating show called Quiz Date and Bada Bingo.

Steffan is an avid cartoonist, singer and performer – all elements that can be seen in the production of Sheepoll. He rarely wears shoes, has a luscious beard and can often be heard singing the When Harry Met Sally soundtrack to his tomatoes.





# CHASE O'CONNELL

*CONTENT CREATOR, WHITE SHEEP, FLEECE FLUFFER*

Steffan recruited Chase for Quiz Meisters at the ripe age of 18 whilst undergoing his Bachelor of Fine Arts and New Media at QUT. A natural performer, with a flare to think outside the box, Chase has matured as both a presenter and a producer, and is the core question writer behind Sheepoll.

After being a Triple J Raw Comedy finalist in 2012, Chase embarked on an overseas entertainment career – literally – cutting his teeth with Princess Cruises as Assistant Cruise Director. Returning in 2016, Chase and Steffan began exploring the idea of a show that posed subjective questions in an entertaining way, spawning an idea that would eventually turn into Sheepoll.

Chase cuts his own hair, plays chess against himself and has turned his bedroom into a blanket fort.





# PETE CURRY

*ADMINISTRATION, ALBINO SHEEP, MONEY MUTTON*

Pete is the other co-founder of Quiz Meisters and manages the administrative side of things from the Melbourne Head Office. With a double-degree in Teaching and Arts from Deakin University, Pete makes sure the T's are crossed and the I's are dotted. His experience in performing helps keep a diplomatic approach to managing the 100 plus performers on the Quiz Meisters books and his conservative nature keeps some of the more outrageous ideas under control.

Pete gets expensive haircuts from a hipster in Collingwood while drinking boutique pale ales. He is often seen walking his dog Mylie and wearing chinos with brown leather shoes that squeak.



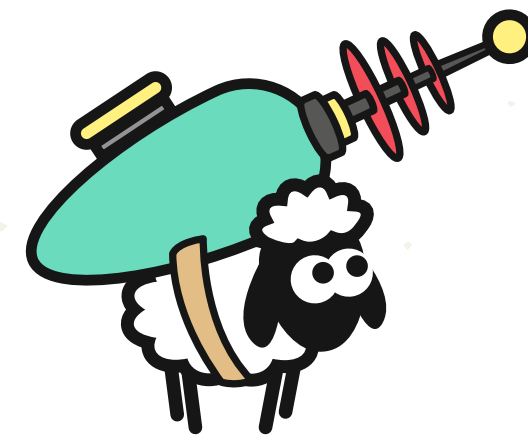
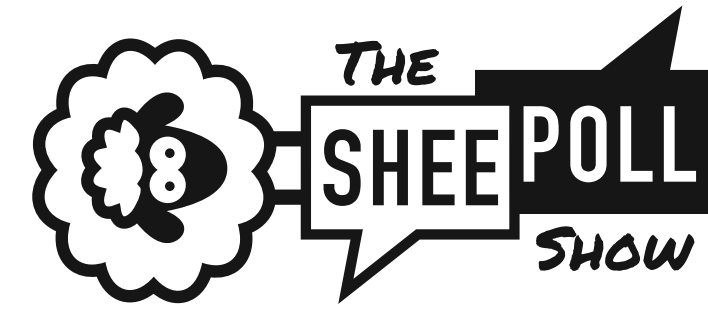
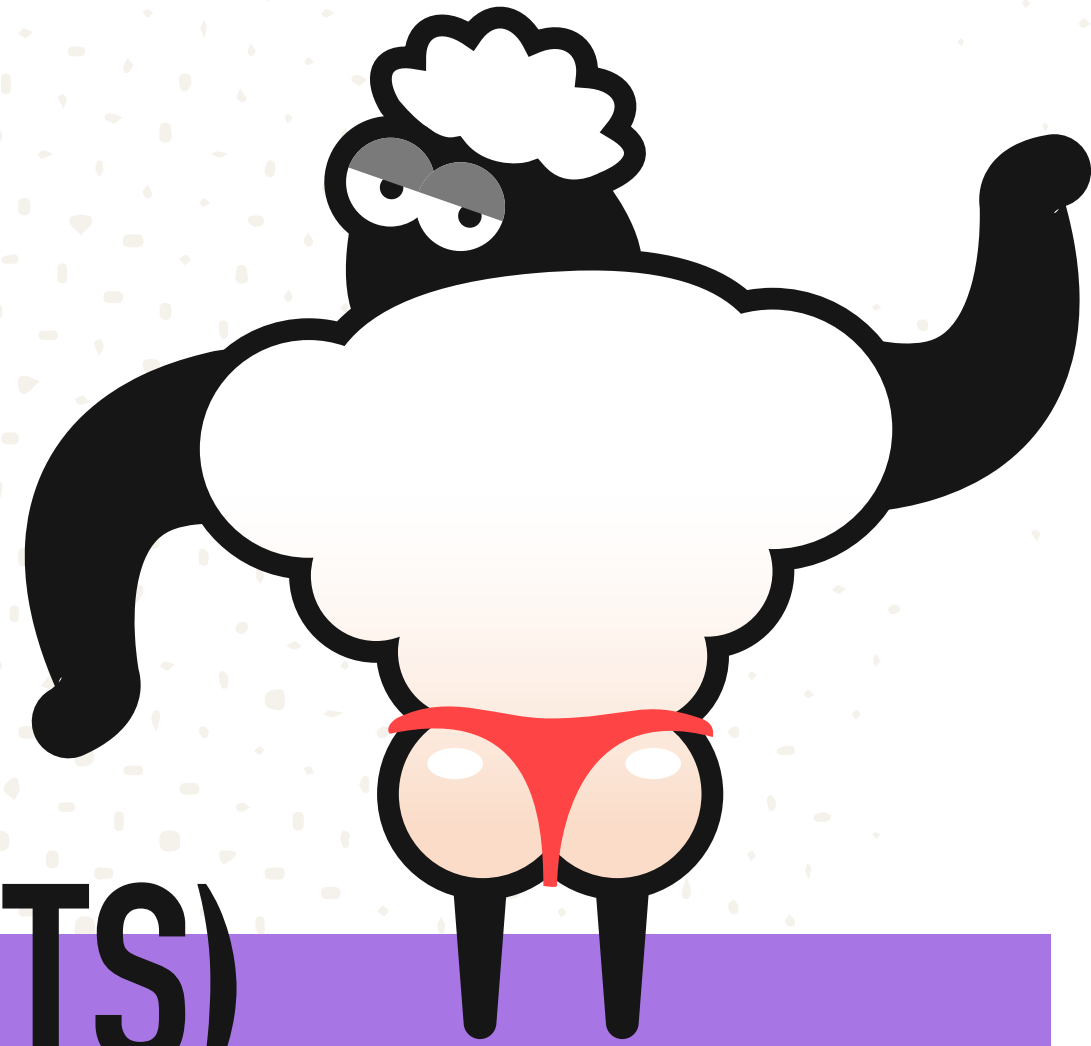


# PRETTY PICTURES

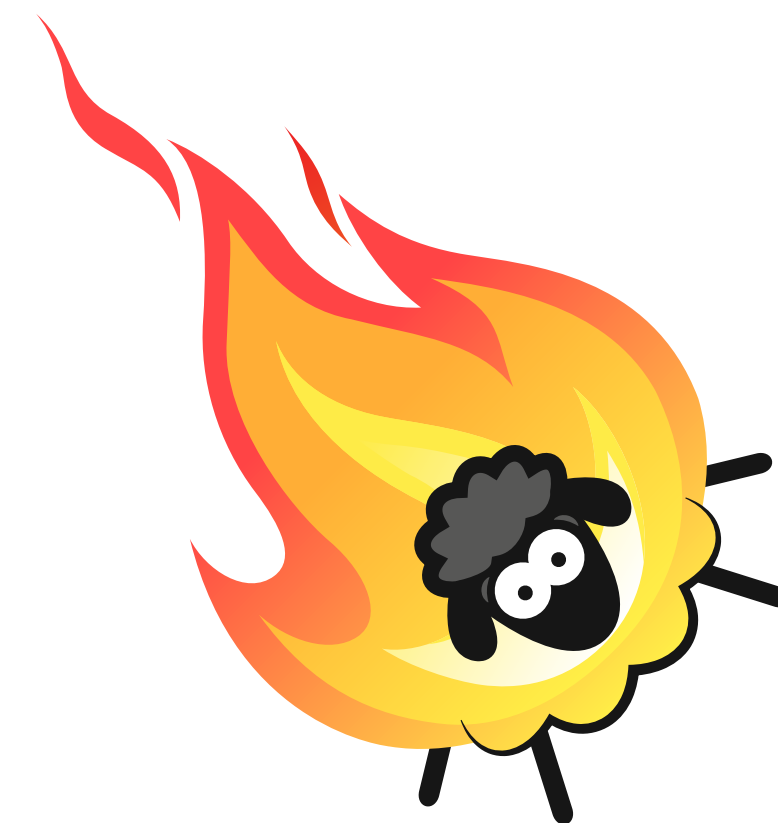
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## GET IN TOUCH:

**STEFFAN**  
0411 335 422  
[steffan@sheepoll.com](mailto:steffan@sheepoll.com)

**CHASE**  
0406 076 036  
[chase@sheepoll.com](mailto:chase@sheepoll.com)

**OFFICE**  
(07) 3876 2727  
[hello@sheepoll.com](mailto:hello@sheepoll.com)

# SHEEPOLL VENUES (SO FAR)

## **ADELAIDE**

BRKLYN, Adelaide  
THE ORIGINAL COOPERS ALEHOUSE, Adelaide  
THE TONSLEY, Clovelly Park

## **BRISBANE**

HEYA BAR, Fortitude Valley  
NEWMARKET HOTEL, Newmarket  
SACCHAROMYCES BEER CAFE, South Brisbane

## **CANBERRA**

DEBACLE, Braddon

## **MELBOURNE**

BACK ALLEY SALLY'S, Footscray  
GLENFERRIE HOTEL, Hawthorn  
THE FITZROY BEER GARDEN, Fitzroy  
THE NIXON HOTEL, Docklands  
THE ST KILDA BRANCH, St Kilda

## **PERTH**

THE COMO HOTEL, Como  
THE MONK CRAFT BREWERY KITCHEN, Fremantle  
THE QUARIE BAR & BRASSERIE, Hammond Park  
THE ROSEMOUNT HOTEL, North Perth  
VILLAGE BAR, Subiaco

## **SYDNEY**

BEACH ROAD HOTEL, Bondi  
THE OXFORD TAVERN, Stanmore