

Challenge Throwdown For The Cause

Sponsorship Opportunities
Orlando, FL – June 30, 2018

What is “The Challenge Throwdown”?

Now in it's 31st season, the Challenge is a reality game show on MTV that is spun off from the network's two reality shows, Real World and Road Rules. It features alumni from these two shows, including rookies and alumni from The Challenge, Are You The One?, Big Brother, Ex on the Beach, and Georgie Shore competing against one another for a cash prize. MTV is the 3rd most liked brand on Facebook.

The Challenge Throwdown is the first event of its kind to bring the Challenge cast members to major cities to meet their fans and help raise money for charity while doing so! At each tour stop this year we will have between 8-12 cast members. Our cast members have a combined social media platform of over **2 MILLION followers!**

We are proud to offer your business a unique opportunity to join our new and rapidly growing family here at the Grunt Guy Events. The Grunt Guy is a fun energetic company operated by 3 military veterans of 3 different branches. The audience connected with these events are likely to attend music festivals, concerts, and other social gatherings. Our Sponsorship packages are designed to help your business get the most out of our events by not only promoting your partnership on-site but also across all Social Media Platforms! By Sponsoring our Event, you will also help support a great cause because 50% of all of our proceeds will be donated to MedGift in memory of MTV Challenge Alum Diem Brown.



MedGift

50% of ALL proceeds will be donated in Memory of Diem Brown

Diem Brown was a beloved cast member on the Challenge. While Diem lost her fight on November 14th, 2014 her dream lives on. Inspired by one of MedGift's founders Diem Brown's personal fight to overcome ovarian cancer, not once, but twice. Diem felt isolated, alone and overwhelmed during much of her first battle with ovarian cancer trying to juggle her fight with her day-to-day life. At the same time she saw the helpless questioning eyes of "How Can I Help?", from her friends and family.

Realizing there is often a gap between those who want to help and those who need help, MedGift was created. MedGift gives the power back to those facing health related hardships or needs and brings awareness to friends, families and peer groups that want to help but just don't know how.

MedGift takes the guesswork out of how one can help. Through our MedGift support page, the person experiencing a health-related hardship or need can list their Financial, Physical and Emotional needs allowing friends and family to select the areas they can help them with, including those listed in a personalized "registry".

MedGift works like a bridal registry, just on a different milestone of life, which is why you will see a "registry" tab on our MedGift support page as we wanted to create a home that celebrates the fight of those who struggle!

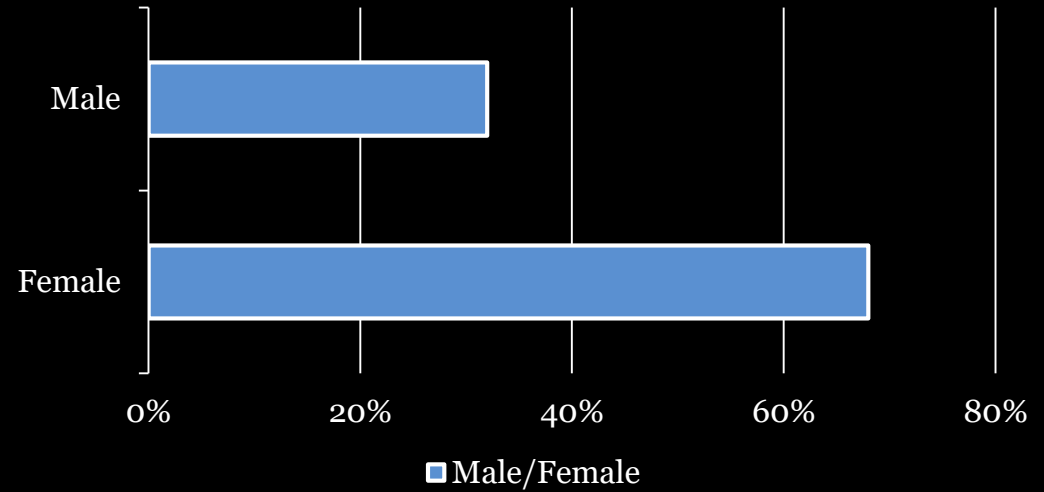
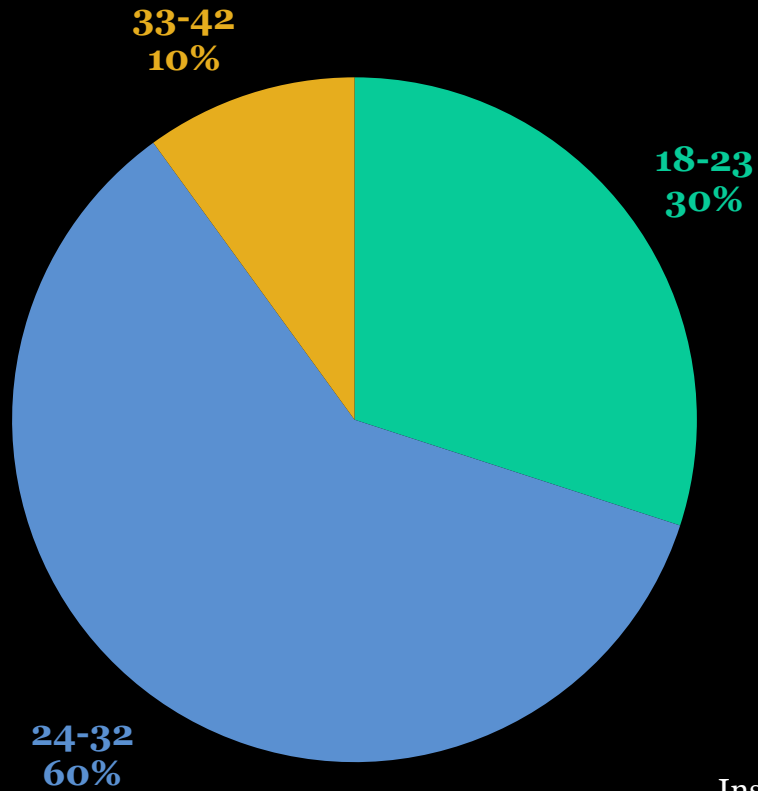
If unfamiliar with MedGift or Diem Browns Story please visit: www.medgift.com

Tribute Video to Diem Brown can be found:
<https://www.youtube.com/watch?v=hjB8DIAoHh4&t=1s>

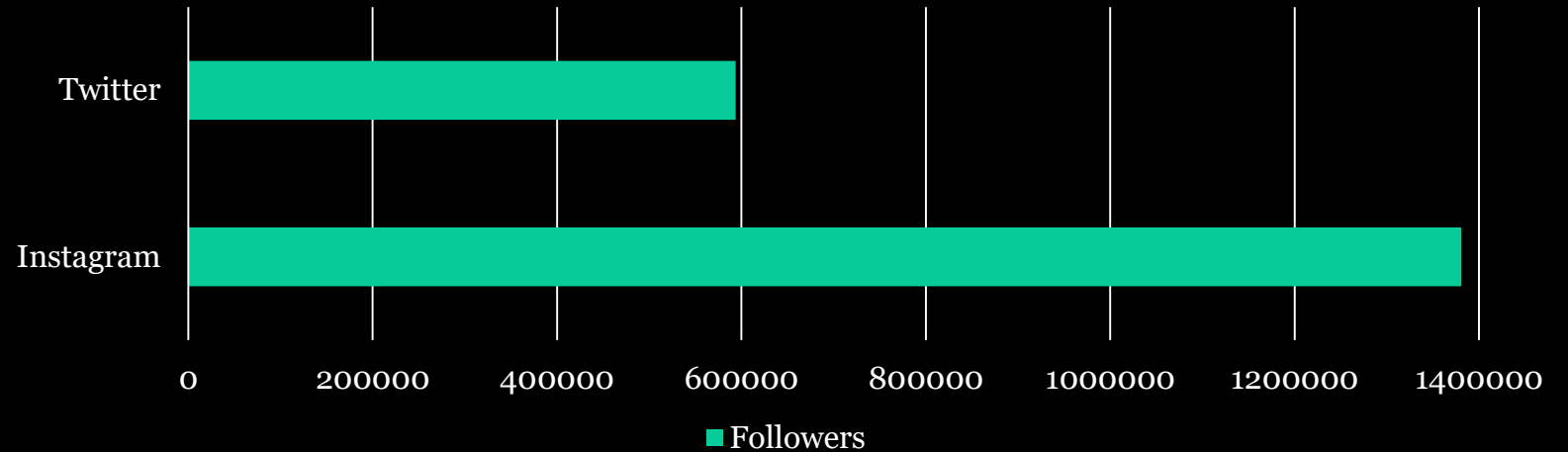


Demographics

AGE OF EVENT ATTENDEES



SOCIAL MEDIA REACH



Which Cast Members are Attending?



JEMMYE



DERRICK



CARA MARIA



TONY



BRAD



BRITNI



NELSON



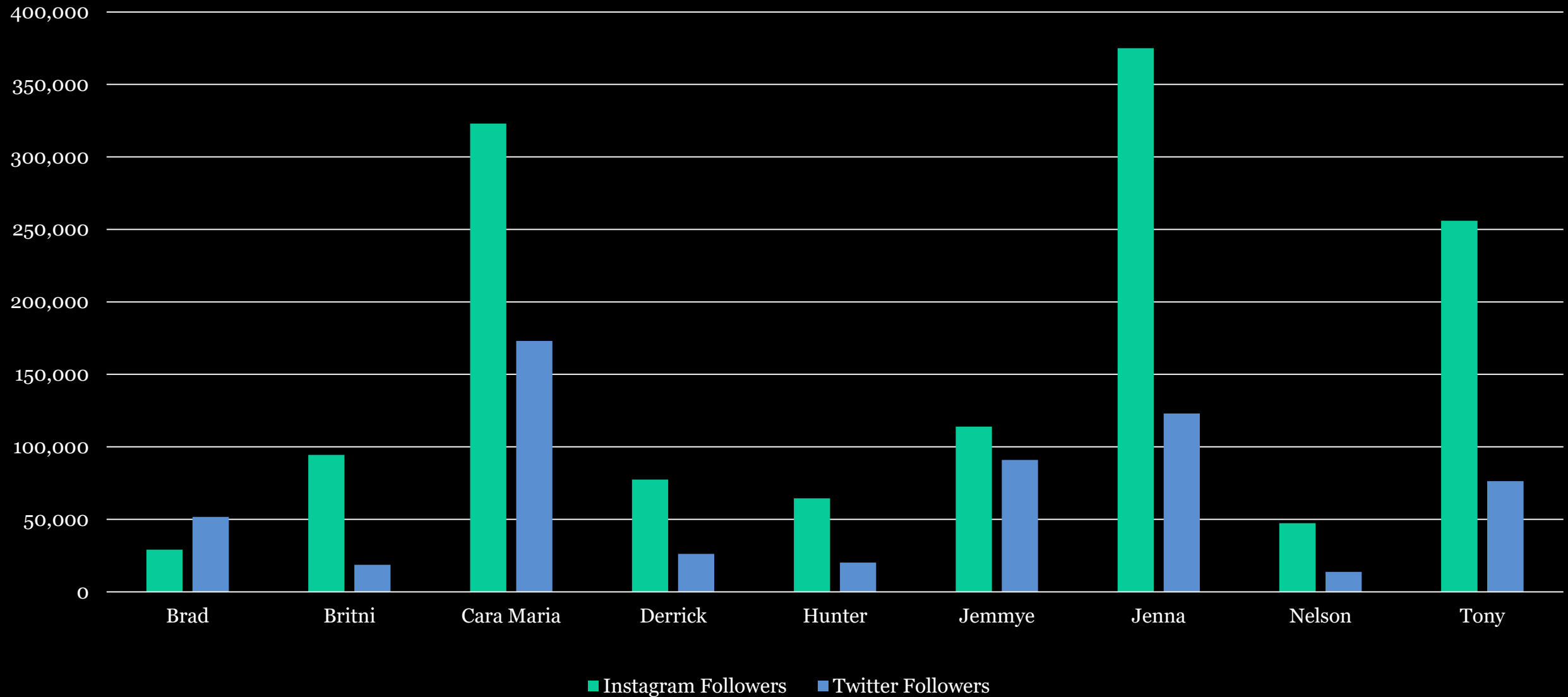
JENNA



HUNTER

* There is a possibility that more cast members will be added to the line up as we get closer to the event date!

Cast Member Social Media Influence



Challenge Throwdown Tour Statistics

- The first event of the tour was in Yorkville, IL and hosted 9 cast members along with the Semple Band. The event sold out at 615 attendees causing us to turn away around 300 people. The event was the beginning of something special and trended across social media platforms at a staggering 11 million plus views. We now have numerous additional cast members reaching out to be a part of this tour.
- Our second event in Philadelphia brought ten cast members and sold out with over 800 people in attendance!
- Our event in Orlando, FL is proving to be a popular one! Being that we do not have any SouthEast events, we know people are travelling from GA, TN, NC, and SC to attend. We are hosting 9 cast members and are expected to sell out this event with over 700 attendees! In addition to on site presence, the cast members attending have a combined social media platform of over 2 million followers!

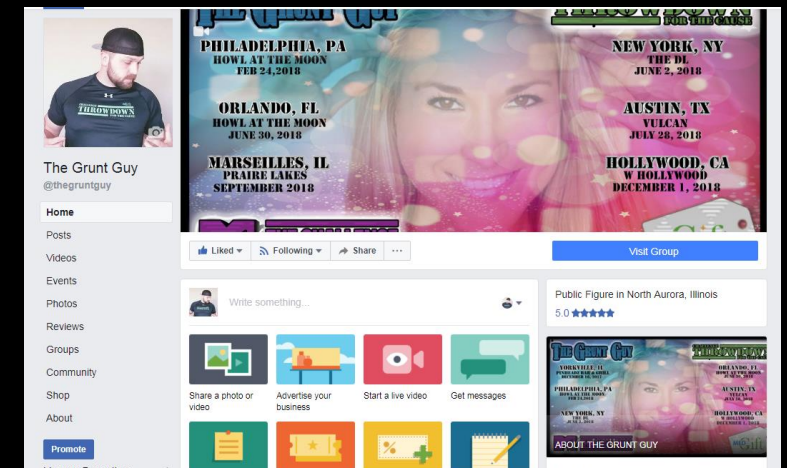
Date	City	Estimated Attendance
Dec 2017	Yorkville, IL	600+
Feb 24, 2018	Philadelphia, PA	800+
June 2, 2018	New York, NY	800+
June 30, 2018	Orlando, FL	700+
July 28, 2018	Austin, TX	600+
Sept 8, 2018	Marseilles, IL	600+
Dec 1, 2018	Los Angeles, CA	700+

Challenge Throwdown Video: https://youtu.be/OOWd6dT_kOc

Sponsorship Packages

SILVER SPONSOR - \$750

- Two VIP Tickets to Event (\$250 value!)
- One Table to Advertise your business during the Event (only 5 available!)
- Company announced as Sponsor on stage by musical performer, DJ, and MC throughout the Event
- Banner Placement on Main Stage
- Social Media Feature on Event Page
- Live Video plug during the Event



Don't see the right package for your business? Contact us for a customized package to help fit your needs!

Sponsorship Packages

GOLD SPONSOR - \$1250

- Four VIP Tickets to Event (\$500 value!)
- One Table to Advertise your business during the Event (only 5 available!)
- Company announced as Sponsor on stage by musical performer, DJ, and MC throughout the Event
- Banner Placement on Main Stage
- Social Media Feature on Event Page
- Live Video Plug during the Event
- Logo Placement on all Escape Room Flyers (shared by us and the participating cast members!)
- Promotion in Conjunction with MedGift Foundation



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Sponsorship Packages

PLATINUM SPONSOR - \$2500

- Eight VIP Tickets to Event (\$1000 value!)
- Private Meet & Greet/Photo with the Cast
- One Table to Advertise your business during the Event (5 available!)
- Company announced as Sponsor on stage by musical performer, DJ, and MC throughout the Event
- Banner Placement on Main Stage
- Social Media Feature on Event Page
- Live Video Plug during the Event
- Company Logo/Name on the Event Wristbands, given to every attendee
- Logo Placement on all Event Flyers (shared by us and the cast members!)
- Instagram post plugging your business from one of the Cast Members (TBD, minimum Social Media reach 25k)
- Promotion in Conjunction with MedGift Foundation

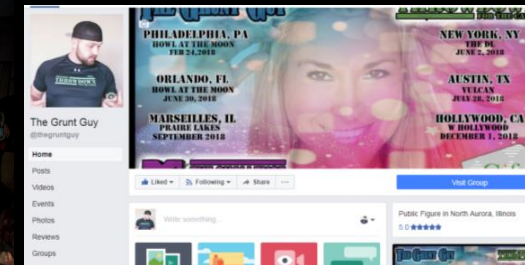


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Sponsorship Packages

TOUR SPONSOR - \$20,000

- Eight VIP Tickets to each Event (\$5,000 value!) – can be used as contest giveaways, or for employees/friends/family
- Private Meet & Greet/Photo with the Cast at each event
- One Table to Advertise your business during the each Event (5 available!)
- Logo/Name on Tour T-Shirt
- Recognized as Tour Sponsor on Derrick K's "Challenge Mania Podcast" (2 podcasts per week with 40,000 views per podcast!)
- Company announced as Tour Sponsor on stage by musical performer, DJ, and MC throughout every Event
- Instagram post plugging your business before each event (5), from one of the Cast Members (TBD, minimum reach 25k)
- Company/Brand Placement on all Meet and Greet Advertisements
- Banner Placement on Main Stage
- Social Media Feature on Event Page
- Live Video Plug during the Event
- Logo Placement on all Tour/Event Flyers (shared by us and the cast members!)
- Promotion in Conjunction with MedGift Foundation



CHALLENGE THROWDOWN FOR THE CAUSE

JUNE 30, 2018

**REMEMBERING
DIEM BROWN**



3PM - 7PM - ALL AGES

