

**MENACE
VISION**

JET 1 CUP

Promotional Tour

2021 EDITION

SYNOPSIS

A fighter-jet championship for non-pilots, that will take 512 contestants into the sky for a chance to win a scholarship to the school of their choice.

The promotional tour will visit 80 cities across the United States to promoting the competition.

The Tour will have in person contact with over 380,000 people and a media buy equivalent of over \$20,000,000.

What is the tour?

In 70 cities across the United States, we will be showing one of the actual L-39 Albatross single engine jets that competitors will be flying in the Jet 1 Cup. We'll be selling t-shirts and enrolling people in the national sweepstakes for a chance to compete.

Benefits to our Partners and Sponsors

This will be an opportunity connect with hundreds of thousands of people across the United States introducing them to your product or services and giving them an opportunity to try them first hand.

Local media coverage will bring potential customers out to the promotional events and National coverage will raise awareness about your brand and increase traffic and sales long after the tour has ended.

Who Will You Reach?

The target audience for the promotional tour is single men and women ages 17-26 as potential participants. Our sponsors will reach them as well as our broad 4 quadrant audience base for our existing shows.

KEY INFORMATION

Total live time

90 hours

Nb of live

32 lives + 1
Grand finale

Seasons

Unlimited

Participation

Contact Us

Production Budget

US\$ 4,217,000

Shooting Location

United States

US Visibility

Forecast 40 Mil+

Sponsor Exposure

15 min of exclusive content
for your internal promotion

International Visibility

Reach in an audience of
240,000,000 with EBU

MENACE VISION

PRODUCTION

The Jet 1 Cup

- Menace Vision
- Darts Vision
- Avian Productions

DISTRIBUTION

Distribution is guaranteed by the Menace Vision Network.

- **Menace North America**
Online streaming distribution
(Roku, Amazon fire, Apple, Android, Chromecast, Xbox, Playstation, SmartTVs...)
- **International Distribution**
Menace Sales Department has licensing deals on international platforms such as IQIY, Amazon, and local TV stations.

CONTACT

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