



# THE SILVERBACK CHALLENGE

*Sponsorship Pitch Deck*



# What is the Silverback Challenge?

- A 90-day physical transformation competition for a **\$50,000 prize**
- 6 elite Florida police departments compete in Orlando.
- 24 contestants push their limits
- Celebrity mentors: **Ed O'Neill** and **Shaquille O'Neal**
- A fusion of fitness, redemption, reality drama, and personal growth





# Streaming Distribution

- Netflix & Hulu (in negotiations)
- Niche Streaming: Dedicated Roku Channel
- Evergreen content = long-term sponsor visibility
- 2 pilot episodes → Full 8-episode season

**NETFLIX**

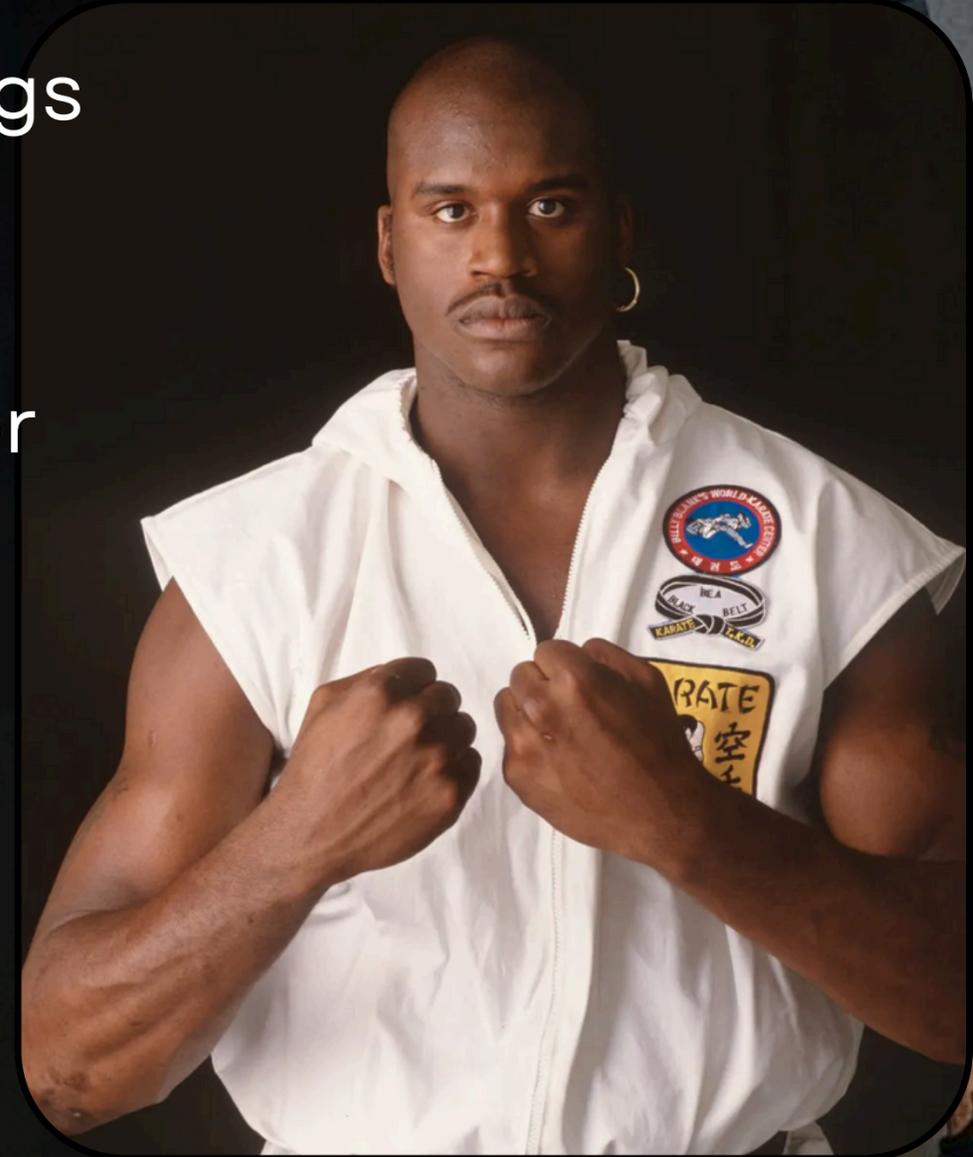
**hulu**

**ROKU**



# Celebrity Star Power

- Ed O'Neill – Legendary TV icon brings star power and mentorship
- Shaquille O'Neal – Black Belt in Jiu-Jitsu; mentor and guest competitor
- Built-in fanbases, media buzz, and credibility
- Promotional appearances + viral potential





# Cast and Format

- 6 Florida Police Departments engaged
- 24 Contestants with real-life backstories and a need to regain their strength.
- Weekly missions, military-style training, and medically directed weight loss.
- Real transformation + intense competition





# Audience & Impact

- Age: Primarily 25–54.
- Middle to upper-middle class; strong buying power for gear, fitness, and lifestyle products.
- Nationwide appeal, especially in suburban, rural, and urban first responder communities.
- Potential to reach millions of viewers over extended time on Netflix, Hulu or other streaming channels.





# Title

## Sponsor:

# \$150,000

- Exclusive branding: intros/outros, apparel, set design
- Top position in all press, trailers, and social media
- Full ownership of pilot identity
- Celebrity endorsements.





# Platinum: \$50,000

- Product placement
- Integrated in-video ads and segments
- Evergreen presence across all platforms
- Logo + link on website and promo materials





**Gold:  
\$25,000**

- Logo on uniforms, gym equipment, & backgrounds
- Mid-roll thank-you during episodes
- Credit mention & website listing
- Shared social media exposure





# Silver: \$10,000

- Credit mention in all episodes
- Logo on behind-the-scenes content
- Mention in press release and social media posts
- Website listing





# Bronze: \$5,000

- Logo on sponsor page
- Credit mention in pilot episode
- Early content access for internal marketing use
- One product placement.



TITLE SPONSORSHIP OF

THE  
**SILVERBACK**<sup>®</sup>  
CHALLENGE.



***Pre-Production Begins May 6th!***