



2024 LIVE SHOW +
EXPERIENTIAL PROPOSAL



IT IS WHAT IT IS

BACKGROUND AND STATS



SHOW BACKGROUND

Recording Artists Cam'Ron and Ma\$e, along with journalist Treasure Wilson host **It Is What It Is**, an irreverent sport debate show started in January 2023.

Since then, the trio has grown the show quickly, amassing hundreds of thousands of views per episode, and viral clips almost daily.

Season 2, now four days a week, has continued this momentum with strong viewership, especially among AA, Women and 18-34 year olds!

KEY STATS



KEY STATS



AS OF 10/15	SUBSCRIBERS/FOLLOWERS
It Is What It Is Show (YT)	379k
It Is What It Is Show (IG)	333k
Cam'Ron Host (IG)	2.9MM
Ma\$e Host (IG)	402k
Treasure Wilson Host (IG)	55k

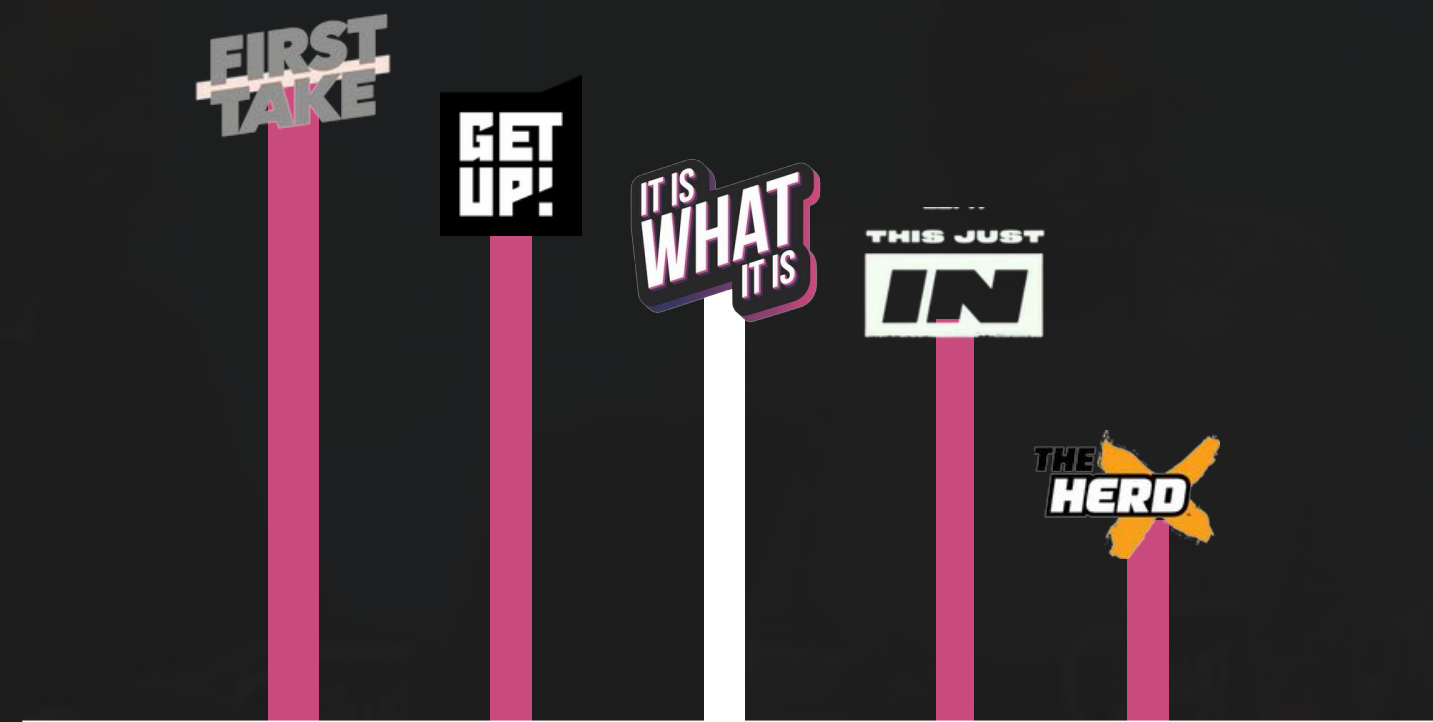
The popularity of IIWII is reflected in **social media metrics**, which have grown significantly

KEY STATS



AVERAGE AUDIENCE

SUMMER/FALL 2023



IIWII audience **compares favorably to other sports shows** with larger distribution



No other show has **taken over the cultural conversation** like IIWII (90k Likes + Comments in above examples)



2024 Proposal

SUPER BOWL TAKEOVER

WHAT IF...

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WHAT IF... the hottest sports
show online had the hottest show
at the biggest events ?

WHAT IF...

WHAT IF...

WHAT IF...

WHAT IF...

2024 LIVE SHOW OVERVIEW



Activate at 6 IIWII live shows during the biggest events in sports!

A new way to connect with consumers and sports fans through **experiential activations** and **premium, exclusive content**.



Super Bowl

February 11
Las Vegas



NBA ASW

February 16-18
Indianapolis



Men's Final
Four

April 6-8
Phoenix



LV Summer Lg
+ WNBA ASW

July 7-17
Las Vegas

July 20
Phoenix



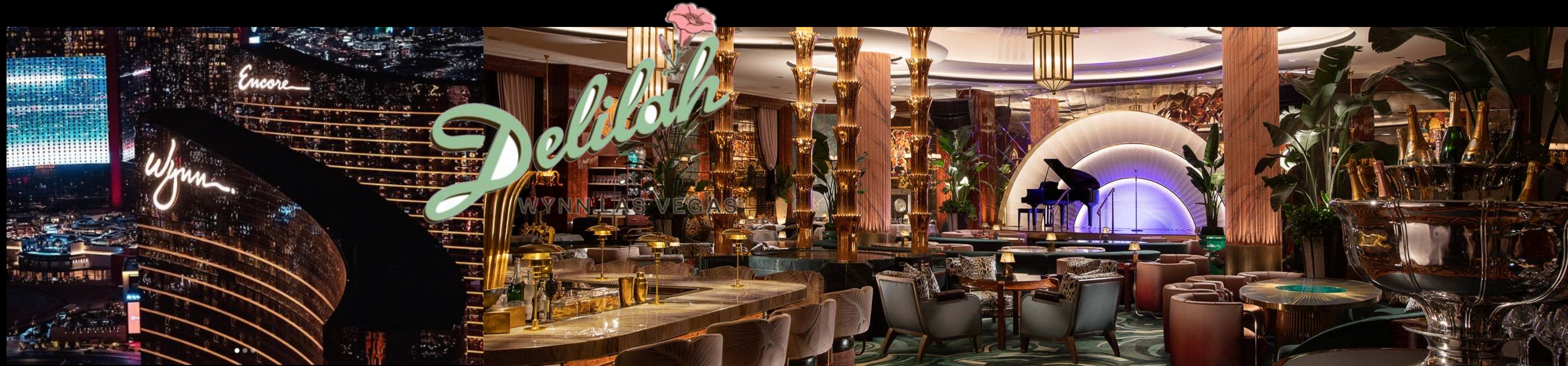
NFL Kickoff

September 8
NFL City

WHAT IF...



KICKOFF AT THE SUPER BOWL!



with



LIVE!

- 5 - 6:00 - Doors Open, VIP Reception
- 6 - 6:30 - VIP Meet & Greet
- 7 - 8:00 - BIG Panel, hosted by Baron Davis

Panel Speakers: Mike Tomlin, Ray Lewis,
Jeremy Levine, Underdog Fantasy co-CEO

8 - 9:00 - It Is What It Is *Live!* on the Strip

On-Site Assets

Signage + Step and Repeat

Meet n Greet

VIP Access + Hospitality

PAID IN FULL 80's AFTER PARTY



Premiere Activation Space

Presenting Sponsorship

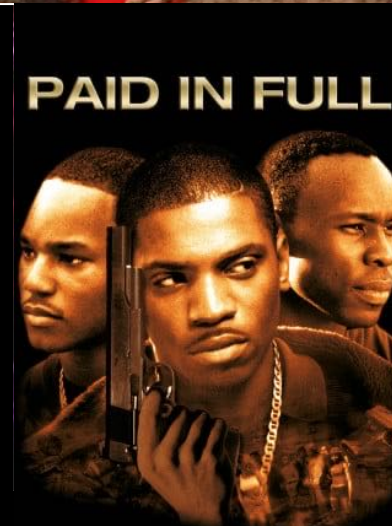
Premium Consumer Giveaways

Product Sampling

Signage + Step and Repeat

Meet n Greet

VIP Access + Hospitality



WE WILL CREATE 3 SIGNATURE EVENTS & OWN THE SPORTS CALENDAR



Super Bowl



NBA ASW



Men's Final Four

**Standard Activation +
Signature After Party**

Presenting Sponsorship
IRL Consumer Activation
Creator Performances



LV Summer Lg
+ WNBA ASW



NFL Kickoff

Standard Activation

Signage + Step and Repeat
Meet n Greet
VIP Access + Hospitality

BOOSTED WITH SHOW PRESENCE



Create FOMO, Drive Campaign

- *Custom In-Show Feature*
- *Live Reads*
- *:30/:60 second commercial spot*
- *Product Integration*
- *Impactful Branding*



2024 Experiential Plan

OVERVIEW

Sponsorship Options



TITLE SPONSOR:

\$2.2MM Total Ask

Full sponsorship of 6 IIWII Live Shows + 3 After Parties

Component	Details
IIWII Show Presence	JANUARY - SEPTEMBER 2024: <ul style="list-style-type: none">• (1) Custom Feature per show<ul style="list-style-type: none">• Ex. Brand + Campaign shout out• Product/Branding on-set during Feature• (1) :30/60 CR-produced spot per show
Experiential Activation	<ul style="list-style-type: none">• Prominent Signage at live show• Early access to meet n greet for executives and guests/contest winners• (20) VIP tickets and hospitality• (3) Official After Party Title Sponsorship• Dedicated After Party guest list• Dedicated space for consumer activation at show and after parties

SUPPORT SPONSOR:

\$500k Total Ask

Supporting sponsorship of 1 IIWII Live Show + After Party

Component	Details
IIWII Show Presence	FOR ONE MONTH PRIOR TO ACTIVATION: <ul style="list-style-type: none">• (1) Custom Feature per show<ul style="list-style-type: none">• Ex. Brand + Campaign shout out• Product/Branding on-set during Feature• (1) :30/60 CR-produced spot per show
Experiential Activation	<ul style="list-style-type: none">• Prominent Signage at live show• Early access to meet n greet for executives and guests/contest winners• (10) VIP tickets and hospitality• (1) Official After Party Title Sponsorship• Dedicated After Party guest list• Dedicated space for consumer activation at show and after party