



EXPOSURE & PUBLICITY OPPORTUNITY FOR YOUR BUSINESS

Adventure All Stars is a ground-breaking TV travel series broadcast in 25 countries.

Produced by the internationally acclaimed Charity TV Global, this award-winning media project combines entertainment with philanthropy.



'ADVENTURE ALL STARS' IS AN AWARD-WINNING AUSTRALIAN TRAVEL TV SERIES... WITH A DIFFERENCE!

BROADCAST IN AUSTRALIA, NEW ZEALAND AND IN OVER 30 MILLION HOUSEHOLDS THROUGHOUT ASIA, PLUS MORE THAN 75 MILLION HOMES GLOBALLY.

Each television episode is filled with real-life cast members undertaking an unforgettable journey to a secret location for a week of fun and adventure.

Adventure All Stars is the ultimate road trip where TV viewers get to experience incredible destinations through the eyes of an engaging and socially conscious cast.

Pre-filming all TV Cast are required to raise funds for a nominated charitable cause, and their reward for doing so is a starring role in our award-winning TV series 'Adventure All Stars' (net proceeds from every episode are distributed to our philanthropic partners).



KEY FACTS ABOUT ADVENTURE ALL STARS

- » **TV deals** in 25 countries.
- » Available to view in **75 Million homes** globally.
- » **30 travel episodes** already screened on TV with **20 more episodes** scheduled over the next 12 months. [View them here.](#)
- » **Gold Medal in Cinematography.**
- » Over **100 newspaper editorials, magazine articles, radio interviews and podcasts.** [Click here for a sample.](#)
- » National finalist in the **Australian Business Champion Awards.**
- » Awarded the **EVOLUTIONISTS AWARD: Global Services to Charities.**

BRANDED PARTNERSHIP: MEDIA, MARKETING AND PR

EXCLUSIVE OPPORTUNITY

Here's the chance to align your business with our award-winning TV series.

This offer is a strategic marketing and advertising partnership between 'Adventure All Stars' and your business – wherein the success of our brand brings success to your brand too. Co-branding is an effective way to build business, boost awareness, and break into new markets.

Produced by Charity TV Global this celebrated media format provides an opportunity for people across the globe to be socially conscious and 'give back' to their local communities.

By aligning your business with this filming and fundraising project, you will be directly assisting our TV cast raise much needed funds for a wonderful philanthropic cause.

Charity TV Global is an award-winning television production company that combines entertainment with philanthropy.



BRANDED PARTNERSHIP PACKAGES

GOLD PACKAGE: \$10,000

Inclusion on our website as an official GOLD brand partner. This will include your logo along with a hyperlink to your business website or social media page.

4 x social media posts (to promote and endorse your business). Ideas include your logo, socially conscious material, promotion of people within your business, mission statement, business story etc.

Interview – for public viewing on our various social media pages.

Press Release to announce your alliance as a GOLD brand partner.

Logo on all other press releases (relevant to your particular country).

Logo on all event promotional material – invitations/ flyers.

Community and charity initiatives – inclusion and mentions.

Social media mentions and tagging from cast (this is in addition to Charity TV Global and Adventure All Stars endorsements).

Personal 'shout out' from the TV cast while on location filming the episode – posted to social media for public viewing.

Premium logo positioning on clothing (worn by all TV cast members aligned to the charity you are sponsoring) during filming of the Adventure All Stars TV show (please see example below).

Promote your business to our database – exclusive offers.

A T-shirt with logo to be worn for pre-filming promotional opportunities by the Adventure All Stars cast member you are supporting.

TV show credits.

Copyright free access to the final episode.

Become part of our national / international brand stable.

SILVER PACKAGE: \$5,000

Inclusion on our website as an official brand partner. This will include your logo along with a hyperlink to your business website or social media page.

2 x social media posts (each post with different content to promote and endorse your business). Ideas include your logo, socially conscious material, promotion of people within your business, mission statement, business story etc.

Community and charity initiatives – inclusion and mentions.

Logo on clothing (worn by all TV cast members aligned to the charity you are sponsoring) during filming of the Adventure All Stars TV show (please see example below).

TV show credits.

Copyright free access to the final episode.

Become part of our national / international brand stable.

BRONZE PACKAGE: \$2,000

Social media post using imagery and wording aligned to your business (e.g. logo, socially conscious material, promotion of people within your business, mission statement, business story etc). Our PR staff will compile this on your behalf.

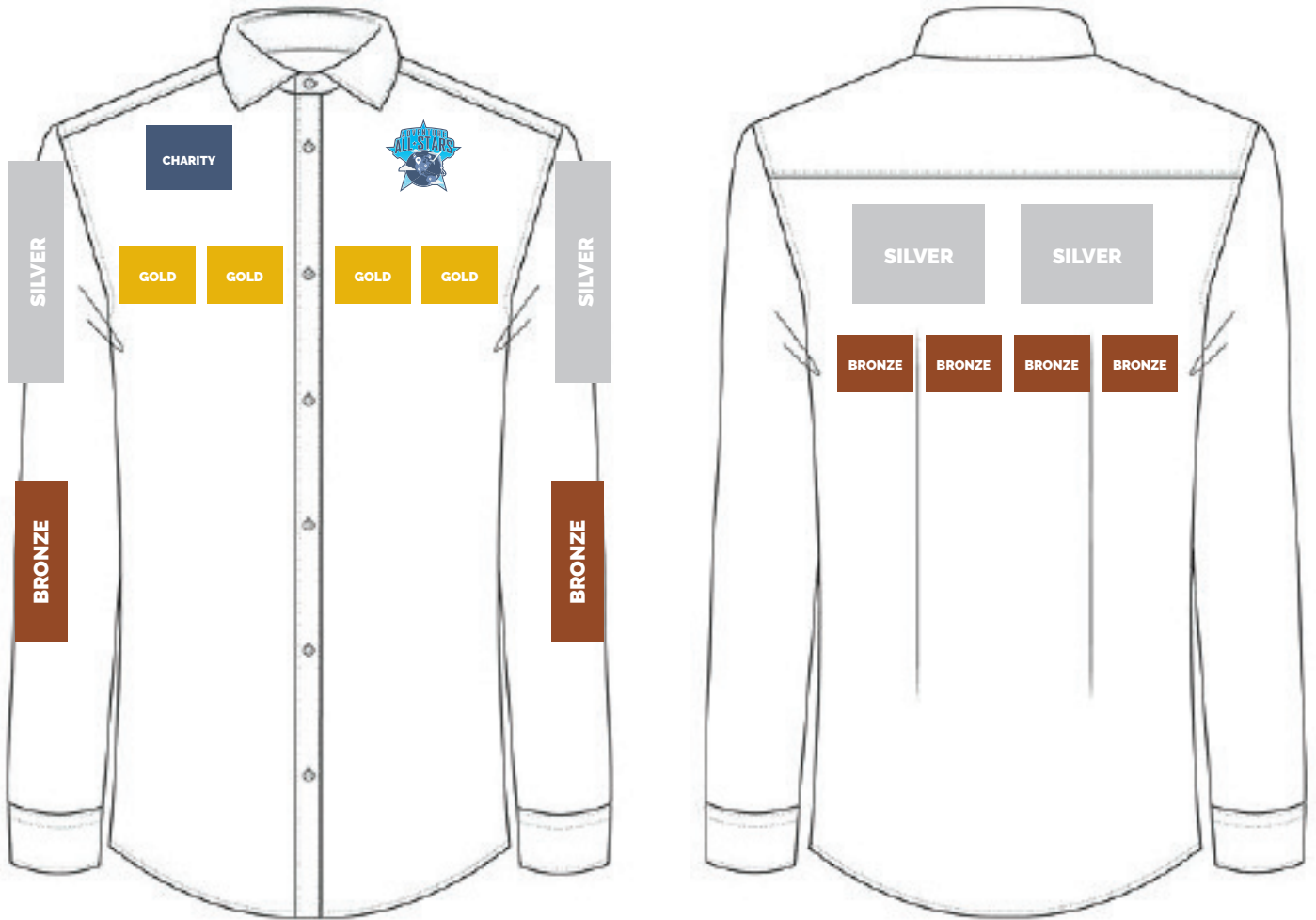
Logo on clothing (worn by all TV cast members aligned to the charity you are sponsoring) during filming of the Adventure All Stars TV show (please see example below).

TV show credits.



OFFICIAL TV APPAREL

WORN ON-SCREEN BY TV CAST MEMBERS ALIGNED TO THE CHARITY YOU'RE SPONSORING.



NOTE: Brand logos on TV apparel are limited. Your logo will be allocated to ONE spot aligned to your level of sponsorship as per the above shirt example.

BRANDING OPPORTUNITIES LOGO PLACEMENT SPONSORSHIP

	GOLD	FRONT CHEST	\$10,000
	SILVER	SLEEVE / BACK	\$5,000
	BRONZE	SLEEVE / BACK	\$2,000