



THE SILVERBACK CHALLENGE





What is the Silverback Challenge?

- A 90-day physical transformation competition for a **\$50,000 prize**
- 3 elite Florida police departments compete in Orlando.
- 15 contestants push their limits
- A fusion of fitness, redemption, reality drama, and personal growth





Cast and Format

- 3 Florida Police Departments
- 15 Contestants with backstories.
- Here are just four of our contestants from Oakland PD



Anthony Edwards

Corporal

08/30/1993

5 Years with Oakland PD



Roger Fisher II

Corporal

04/26/1977

6 years with Oakland PD



Curt "Wes" Crews

Sergeant

06/24/1984

8 years with Oakland PD



Jason Hayes

Officer

6/30/1969

9 years with Oakland PD





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.





ROKU

**CPM Range:
Affordable and
targeted at \$10–
\$20, with strong
ROI potential**

Tier 1: Guaranteed Placement on ROKU, FITE or Paramount+

- Mid-tier Channels (e.g., FITE, MeritTV) ~300,000 to 1.5 million views per season
- Top-Tier Roku Channels (Paramount+, Roku Originals) ~2 to 5 million+ views per season

PACKAGES:

- Bronze (\$10K) – ~500,000 views -Logo placement, social media shoutouts, credit mentions
- Silver (\$25K) – ~1.2 million views - All Bronze + product integration, lower-thirds, website presence
- Platinum (\$100K) – ~5 million views - All Silver + hero brand placement, exclusive segment sponsor



NETFLIX

**CPM: \$18–\$38 –
Exceptional value
for elite
streaming
exposure**

Tier 2: Premium Streamers

- Netflix Subscribers: ~260M Global, ~75–80M USA.
- High-performing/star-led reality shows: 10M+ globally
- 3 to 25 million viewers, depending on sponsorship tier
- Contingent Add-On for Tier1 buyers (Only pay if picked up by Netflix or other Primary streaming platform over 1 million subscribers):
 - Bronze (\$10K) → Add \$10K (Cap: \$20K) → ~3–5M views
 - Silver (\$25K) → Add \$25K (Cap: \$50K) → ~7–10M views
 - Platinum (\$100K) → Add \$50K (Cap: \$150K) → ~15–25M views
 - Long-term content exposure (bingeable + discoverable globally)
 - Upgrade triggered only if platform pickup occurs.



Tier 3: ABC - Lions Gate

- If the Silverback Challenge is acquired by ABC, Lionsgate, or another major broadcaster
- Sponsors receive national broadcast exposure at no extra cost
- 10–15 million additional viewers
- Prime-time visibility across mainstream American households





Contingency Sponsorship Framework by Platform

Tier 1: Guaranteed Streaming Distribution (FITE, ROKU, or Paramount+)

- Bronze (\$10K) – Logo placement, social media mentions, credits (~500K views)
- Silver (\$25K) – Bronze + product integration, website logo (~1.2M views)
- Platinum (\$100K) – Silver + exclusive segments (~5M views)

Tier 2: Premium Streamer Upgrade (Netflix – if picked up)

- Add-on fees apply only if picked up
- Bronze: +\$10K (capped at \$20K, ~3–5M views)
- Silver: +\$25K (cap \$50K, ~7–10M views)
- Platinum: +\$50K (cap \$150K, ~15–25M views)

Tier 3: Broadcast Bonus (ABC, LionsGate - if picked up)

- Bonus exposure (10–15M viewers) for early sponsors – no added cost

THE SILVERBACK[®] CHALLENGE.



NETFLIX Roku

