SPONSORSHIP PROPOSAL

A Joke Off !!!

An Improvised Stand-Up Comedy Game Show

Presented by A Joke Off LLC

Seeking a Presenting Sponsor for Season One
Long-Form Comedy Content for YouTube & Digital Platforms

Season One Opportunity
9 Episodes • Bracket-Style Tournament • Grand Prize: A Car
High-engagement long-form comedy in the style of Kill Tony

1. Executive Summary

A Joke Off !!! is a high-energy, improvised stand-up comedy game show in which comedians compete head-to-head in a bracket-style tournament. Two comedians take the stage at a time; the host solicits a topic from the live audience, and each performer has one minute to deliver jokes on that topic. Best of three advances the winner. The format is pure audience-driven comedy—fast, competitive, and highly shareable.

Season One consists of nine episodes (approximately 90 minutes each), designed as long-form digital content for YouTube and similar platforms—the format currently dominating comedy viewership (think *Kill Tony*). The first eight episodes produce advancing winners who meet in a season finale. The season champion wins a car.

We are seeking a presenting sponsor—ideally an automotive dealership or related business—to provide the grand-prize vehicle and modest production support. In return, the sponsor receives prominent, repeated brand placement across every episode, dozens of social reels, and direct association with an emerging comedy property that already has proven stage experience and production infrastructure in place.

2. Show Format & Season Structure

Episode Format

- Eight comedians enter a single-elimination bracket.
- Two performers on stage at a time; audience supplies the topic.

- One-minute rounds of pure improvisational stand-up on that topic.
- Best-of-three determines the winner of each matchup.
- Winner advances; the process continues until one champion remains.

Season One Structure

- **Episodes 1–8:** Each episode crowns a winner who advances to the finals.
- **Episode 9 (Finale):** The eight episode winners compete for the season championship and the grand-prize car.
- Runtime: ~90 minutes per episode—ideal long-form content for YouTube and streaming platforms.

The competitive structure creates natural drama, clear story arcs, and highly clipable moments—perfect for social media distribution while the full episodes drive sustained watch time.

3. Why This Format Works Now

Long-form comedy content is currently one of the hottest categories on YouTube. Shows built around live, unscripted competition and audience participation (most notably *Kill Tony*) have demonstrated massive reach and cultural impact. **A Joke Off !!!** sits squarely in that lane: competitive, spontaneous, and designed from the ground up for both live energy and digital consumption.

Because every joke is created in the moment from an audience suggestion, the content feels fresh, local, and endlessly reusable as short-form clips. A typical episode can yield roughly 20+ social-media reels—each an opportunity for sponsor visibility.

4. Sponsorship Benefits

As the Presenting Sponsor of Season One, your brand becomes integral to the show's identity.

- **Official Presenting Sponsor Status**

  Your dealership or company is recognized as the official sponsor of **A Joke Off !!!** Season One.

- **On-Stage & On-Camera Visibility**

  Verbal shout-outs after every battle/round. Logo placement throughout the filmed episodes.

- **Social & Digital Reach**

  Logo on all reels generated from each episode (approximately 21 reels per episode × 9 episodes). Links and calls-to-action directing viewers to your business.

- **Grand Prize Association**

  The season champion wins a vehicle supplied by you. This creates a powerful, memorable story beat and positions your brand as the enabler of a life-changing prize.

- **Production Credits & Legitimacy**

  Sponsor recognition in episode credits and promotional materials, adding credibility to both the show and your brand's support of local/independent comedy.

- **Flexible Activation Opportunities**

Possibility of on-site presence, ticket promotions, or co-branded content depending on the level of partnership.

5. What We Are Seeking

We are looking for a partner who can help launch Season One with the following support:

Item	Description	Approx. Value
Grand Prize Vehicle	A decent used vehicle suitable as a competitive grand prize. Not required to be new or high-end—something worth competing for (trade-in or auction-bound inventory is ideal).	$500 – $5,000 (flexible)
Comedian Compensation	$100 honorarium per comedian appearance to ensure professional talent and commitment. Season One total: 64 paid slots across 8 episodes + finale structure.	Up to $6,400
Brand Legitimacy	Association with an established local/regional business adds credibility and helps the show attract stronger talent and venues.	Invaluable

Higher sponsorship levels open additional possibilities, including filming at premier venues (such as the Comedy Mothership) and featuring higher-profile comedians with significant online followings—dramatically increasing reach and viral potential.

6. Production Capabilities & Cost Efficiency

This is not a concept that still needs to be built from scratch. Key production pieces are already in place:

- **Television production experience:** The creator currently works for a television production company whose owners have delivered series for Animal Planet and significant work for Disney. Professional production resources are available.

- **Editing support:** Collaboration with a YouTuber with over 3 million subscribers, whose editing team includes multiple producers.

- **Venue efficiency:** Episodes will be filmed at comedy clubs, eliminating the need to rent a dedicated space.

- **In-house editing capability:** The creator handles editing, further controlling costs.

- **Proven stage format:** The show has already been performed live; sample footage demonstrates the energy and competitive dynamic.

Because major cost centers (venue, core editing, production know-how) are already addressed, sponsor dollars go directly toward prize value, talent compensation, and elevating production quality.

7. Sample Content

The format has been tested on stage and in pilot form. Representative clips are available here:

- Joke Off Battle Sample: https://www.youtube.com/watch?v=JGr7jAWConI
- Joke Off Battle Sample 2: https://www.youtube.com/watch?v=VkS3oNQfCC0
- Joke Off Reality Show Pilot: https://www.youtube.com/watch?v=KE4hUo8uC90
- Full Joke Off Stage Show: https://www.youtube.com/watch?v=5IiGqX3Rrsw
- Early Promo: https://youtu.be/FT9dIQKQtKo

8. Next Steps

We would welcome the opportunity to discuss this partnership in person or by phone. A short meeting would allow us to walk through the format in more detail, review additional footage, and explore how the sponsorship can be tailored to deliver maximum value for your brand.

Whether you are a dealership with a suitable trade-in vehicle or a business looking for high-visibility association with emerging comedy content, **A Joke Off !!!** offers a clear, measurable way to put your brand in front of engaged comedy audiences.

Thank you for considering this opportunity. We look forward to the conversation.

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