



## **A BREAST CANCER FUNDRAISER**

by Gillian Larson, Reality Star of CBS Survivor  
Temecula, California

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**Over 5,000 Attendees and 120 Reality Stars**  
Connect Your Brand to Reality TV Stars and Their  
Fans With Purchasing Power



**“Gillian Larson is a remarkable individual who brings passion and excitement to everything she takes on. Her enthusiasm is contagious and she has the ability to bring people together and create magic.”**

*Michelle Patterson, Founder and CEO of Women Network,  
Producer of the California Women’s Conference*



100% of the net proceeds will be donated to Michelle's Place to help women with breast cancer

Reality Rally  
41893 Niblick Road · Temecula, CA 92591 · [www.RealityRally.com](http://www.RealityRally.com)  
781-962-8234

# REALITY RALLY

TEMECULA VALLEY



LIVESTREAM OF SPONSORS



CELEBRITY CHEF SHOWCASE AND PHOTO OPPORTUNITIES WITH REALITY STARS



SPONSOR RECOGNITION INCLUDES PLAQUES, FLOOR SIGNS, STAIR SIGNAGE AND MALL SIGNS







## QUICK FACTS



### Over 5,000 Attendees and 120 Reality Stars Connect Your Brand to Reality TV Stars and Their Fans With Purchasing Power

- **Connect your brand to Reality Rally TV Stars and their fans** through Celebrity Chef Showcase, Amazing Race Type Scavenger Hunt, opening reception at winery, interactive contests, keepsake autograph books, casino fund raiser, traditional and digital media
- **2 day "Fun for Funds" event which attracts over 5,000 people** has long life though the photos and press replays with the Reality Star component. Reach millions of consumers through traditional and digital media
- **120 Reality Stars** come from 2 countries, 34 states and 81 cities. Each reality star must raise at least \$500 for the Michelle's Place Charity
- **Stars from the most reputable** reality shows are featured
- **Exhibitor opportunities**, signage and your company representatives at the event
- **Tickets to play** the Amazing Race type Game with choice of Reality Star based on availability
- **Cause-marketing benefits** with the charitable partner, Michelle's Place for Breast Cancer
- **Livestream interviews** during event to promote your business. Replay available on website all year
- **Gillian Larson, reality star of CBS Survivor**, as spokesperson for your brand
- **Volunteers and participants** come from 86 cities and 2 countries
- **269,000 web site visits** by 35,000 unique visitors
- **Official Reality Rally home page** has been viewed 77,400 times
- **Owned areas** include Celebrity Chef Showcase, casino fundraiser, opening reception at winery, autograph areas and Amazing Race type Scavenger Hunt



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