



A BREAST CANCER FUNDRAISER

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

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



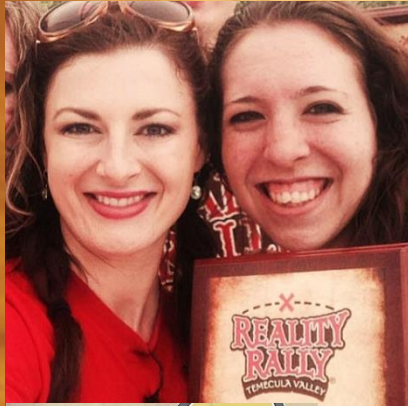
"Gillian Larson is a remarkable individual who brings passion and excitement to everything she takes on. Her enthusiasm is contagious and she has the ability to bring people together and create magic."

*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
781-962-8234



LIVESTREAM OF SPONSORS



CELEBRITY CHEF SHOWCASE AND PHOTO OPPORTUNITIES WITH REALITY STARS

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



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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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ALL ABOUT REALITY RALLY

Reality Rally Loves to Spotlight Their Sponsors. They Like to Hit Your Hot Buttons.

REALITY RALLY IS A BREAST CANCER FUNDRAISING EVENT THAT BRINGS REALITY TV STARS AND THEIR FANS TOGETHER IN TEMECULA, CALIFORNIA

THERE IS SOMETHING IN THE WEEKEND FOR EVERYONE. EVERYONE IS A CONSUMER.

Reality Rally has become a premier Reality Star event that attracts over 5,000 people. It is one of Temecula's most attended events and the only event that brings in money and visibility from over 16 countries and every one of the 50 States due to the Reality Star component.

Reality TV took the world by storm because the cast of any of the shows are just ordinary people so everyone can strive to do the same and also live vicariously through the shows they watch. We are all dreamers and consumers.

Hundreds of Reality Stars coming from over 30 shows have raised funds and attended without compensation and not to forget the famous Canine Stars, the So Cal Surf Dogs. The Reality Stars and other celebrities vying for a position on our line up are required to fundraise to attend -- thus the nationwide visibility.

The official web site is viewed in all 50 States, over 96 countries and talked about in 46 languages.

This is a truly a weekend of "Fun for Funds": We all have the "Fun" and Michele's Place clients receive the "Funds", to provide services to women diagnosed with breast cancer and provide early detection.

The entire weekend is viewed on Livestream and has a significant following from all over the country and even the world with submitted questions for the stars and sponsors.

There are 26 photographers and videographers that capture the essence of the weekend to further the marketing and promotion of the sponsors. The autograph program book, which has all our sponsors in it, becomes a reference to our sponsors forever because no one throws a treasured autograph book away.

GOALS FOR SPONSORS

Goals

- Educating people about your products and services
- Increasing your brand awareness and brand loyalty
- Growing your customer base
- Cause-marketing benefits from supporting the charitable partner, Michelle's Place for breast cancer
- Promotion of your brand throughout the year with photos on social media and updates
- Driving traffic and sales

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ABOUT THE FOUNDER: GILLIAN LARSON, REALITY STAR OF CBS SURVIVOR



Gabon, Africa.

In order to fully appreciate the amazing event Reality Rally has become, you must know the story behind it.

Gillian Larson applied for Survivor for 8 years with 20 applications and never gave up.

She had an inner driving force that was propelling her to get on as a contestant. It needed to be on CBS Survivor because that is "The Mother Ship" of Reality Shows and the most watched and she needed that very public exposure to people in all walks of life. She even found out A List Celebrities and other public figures are Survivor fans.

Gillian Larson finally became a reality star on CBS Survivor at 61 years old. She taught her tribe how to boil water. She chopped wood, used ash for bathing, created fire from elephant dung and she improvised a fishing line for food. The CBS Survivor show gave her a backstage pass into world of reality television. She got eliminated after only 6 days and they sent her to live for 5 weeks in the jungle of

During her 5 week forced vacation, she contemplated how she could use the Survivor experience to make a difference

A seed was planted in her heart with an idea, a budget of zero and no funding. She then created Reality Rally with a production team of 48, over 400 dedicated volunteers, many generous sponsors, hundreds of reality stars, a few musicians, actors, retired NFL players and her supportive family.

This was the seed she knew would germinate and grow as Reality Rally. As a celebrity, she is privileged to be the vehicle that supports not only Breast Cancer services, but many Military organizations in which she has become involved. She has become known as a motivational speaker spreading her message to thousands.

She played a game on "Survivor" and it was no accident. Now she supports survivors of many different arenas.

Gillian Larson knew Reality Stars would like to have an opportunity to do good with their fame. She just knew Temecula would embrace an event that would bring in money and exposure from all over the world due to the Reality Star following. She just knew it would work.

Gillian Larson supports Reality Rally with the same passion she had for Survivor



WHY PARTNER WITH REALITY RALLY?



Connect your brand to Reality Rally TV Stars and their fans through Celebrity Chef Showcase, Amazing Race-Type Scavenger Hunt, winery reception, interactive contests, autograph books, casino fundraiser, traditional and digital media



Measurable Engagement

Reality Rally will work with sponsors to measure engagement, activation and create customized campaigns



Surveys and Audience Research

Audience data from reality TV show fans with purchasing power



Media Opportunities

Multi-media campaign includes television, radio and print



Online and Digital Marketing

Customized social media campaigns

On-site engagement pre-event and post-event marketing



Product reviews with videos, blogs and testimonials promoting your brand

Press releases to local and national media



Email marketing to loyal following
Internet articles



Interactive contests featuring your brand



Print Marketing

Newspapers

Articles in major publications



TOP 10 REASONS TO SPONSOR REALITY RALLY

1. **Reach Reality Stars and their fans** with purchasing power
2. **Gain Media Attention:** Multi-media campaigns include television, radio, print, online marketing and social media
3. **Engage with Your Core Customers:** On-site engagement with interactive contests and digital marketing to Reality Rally community
4. **Exclusivity** in your category
5. **Boost Brand Loyalty and Awareness** through product placements, signage, company representatives, and multi-media campaigns
6. **Be Represented by Gillian Larson,** reality star of CBS Survivor, as a spokesperson for your brand
7. **Expand Your Target Audience:** Connect your brand through measurable sponsor engagement, marketing, live events and online promotions
8. **Interactive Contests** promoting your brand including Amazing Race type scavenger Hunt
9. **Cause-Marketing, Activation and Engagement** through interactive contests, events, campaigns and charitable partner, Michelle's Place
10. **Celebrity Chef Showcase, inclusion in keepsake autograph books**



Sponsor Proposal for Reality Rally Connect Your Brand to Reality Stars and Their Fans with Purchasing Power

SPONSOR BENEFITS

Promotional opportunities can include, but are not limited to:

- ✓ Exposure on over 40 radio, magazines, blogs, podcasts and newspapers.
- ✓ Hyperlink on official web site: 2013-2014 stats 269,000 visits 35,000 unique visits from 96 countries and all 50 US States
- ✓ Cross promotions with the charitable partner Michelle's Place Breast Cancer Resource Center
- ✓ Promotion in social media through Facebook, Instagram, Google Hangouts
- ✓ Ad and logo in program and autograph books that attendees keep as collectibles
- ✓ Company name on event t-shirt
- ✓ Option to provide long lasting prize giveaways to further promote your business
- ✓ Mentions in radio and podcast interviews
- ✓ Dedicated campaign with pre-marketing and follow-up promotion
- ✓ Email blasts to thousand recipients
- ✓ Press release to local and national media with over 40 outlets
- ✓ Photo opportunities with Reality TV Celebrities at the event
- ✓ Livestream interviews during event to promote your business. Replay available year-round through a permalink on our website
- ✓ Motivational speaker at your place of business
- ✓ Exhibitor opportunities, signage and your company representatives at the event
- ✓ Tickets for contestants to play the Amazing Race-type Game with Reality Star participation based on availability
- ✓ Event sampling and couponing opportunities
- ✓ Presenting sponsors on area billboard
- ✓ Promotion in traditional media including television, radio and newspapers
- ✓ VIP passes to all events for staff and special clients
- ✓ Name highlighted in AV announcements all over Old Town Temecula all day Saturday
- ✓ Presenting Sponsor on stair wrap at Finish Line
- ✓ 10'x10' road tattoo logo graphic on the City Hall street and photos available all year long on our website
- ✓ Exhibitor opportunity to promote your company at the Family festival at City Hall with photos available on our website
- ✓ Banner at City Hall in front of all attending with photos posted on our website
- ✓ Feature in popular Chef Showcase
- ✓ Casino fundraiser and winery reception
- ✓ Saturday 80 teams compete in an Amazing Race-type challenge with a general make-up of 3 people and a Reality Star in Old Town Temecula
- ✓ Scavenger hunt has 13 stations that represent Italy, France and other owned areas



Sponsor Recognition with Plaques, Signage and Red Carpet Branding





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DEMOGRAPHICS ABOUT REALITY RALLY ATTENDEES AND COMMUNITY

Reality Rally attracts reality stars and their fans, all with large followings with purchasing power

- 46% female
- 54% male
- 18-24 years old = 27%
- 25-34 years old = 33.5%
- Website viewed in 76 countries
- Virtual community of Reality Rally spans 60 different countries and thousands of people across the US. People come to Reality Rally from all over the country to meet the reality stars and participate in the various games and challenges
- College-educated with some advanced degrees
- Income range is \$50,000-\$100,000
- Family-friendly events during the day with challenges for kids and characters from Disney movies
- Attendees love to support non-profits and great causes. Reality stars need to raise at least \$500 to participate



ULTIMATE MARKETING PLAN

- Event livestream and YouTube video for yearly use
- Reality stars from recent seasons and ever-increasing list of new shows promote to their fan bases
- Email marketing and ezine blasts every 2-4 weeks
- Social media campaign promoting your brand
- Signs at Promenade Mall in Temecula
- Stair wraps
- Floor tattoos around Temecula City Hall
- The 5 year Reality Rally plan has succeeded. It is known as the Premier Reality Star Fundraiser in the country and a Temecula Signature event
- Well established, Reality Rally is now making plans in 2 to 3 year segments in order to freshen up the event as times and consumers change.
- Radio, TV, podcasts, blogs, newsletters, magazine articles, email blasts and social media. Attending celebrity events, being present at other events, mixers, network meetings in the area to promote Reality Rally
- TV and radio ads, billboards, signage, speaking engagements, staff meetings. Website and multiple other businesses website ads





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PRESENT AND PAST SPONSORS



MEDIA OPPORTUNITIES



Reality Stars who love to talk about themselves and Reality Media sites who are exceedingly eager to be connected to Reality TV Stars for interviews for their following. Reality Rally has developed over 30 Reality media outlets. Reality Rally has a database of over 400 Reality TV Stars. Main stream media is always looking for success stories and human interest features to share with their followers.

Media includes

The Boulevard Magazine
LOLA Magazine
ExPat Magazine
American Lifestyle
LA Yoga
My Murrieta
My Temecula
Callywood Nation
Reality ReCaps
Saturday Morning CEO, Talk of the Town
WIVB.com
4 Cheektowaga, NY
CBS 2 Rapid City Iowa
AfterBuzz TV
Valley News
Temecula Grapevine

The View on Morgan Hill
Reality Show EU,
TV Fishbowl
Temecula Night Out
Spirits on Bourbon
Digital Journal
The Alternative Press
Huffington Post
Survivor Org,
Beats and Eats Podcast Radio
Triple R Barret Beyer
Edge of Reality
Menifee 24/7
94.5 KMYT
101.3 The Mix
The Wright Place TV Show





TESTIMONIALS

What Sponsors are Saying

"Gillian Larsen's all-year-long effort promoting her sponsors on many platforms has contributed to unexpected exposure for our company bringing additional clients we may not have otherwise obtained. The tireless effort put into this event by Gillian and her entire staff is inspiring and we are privileged to play a part in the success of Reality Rally!"

Jamie Larsen - Extreme Signs & Graphics

What Reality Stars are Saying

"Thanks for such an impactful experience. Gillian Larson is a 'difference maker' in this world. Well done. Well organized. We applaud Gillian Larson not only as a superior event planner, but also as a brave, dedicated human being. You go girl."

John "Survivor" Carroll from Survivor Marquesas, Attorney and RN, Member of the American Association of Justice and Million Dollar Advocates Forum

"Thank you for letting me be a part of this amazing event. I am so impressed with Michelle's Place and the work it does. I am also overwhelmed by how wonderful the volunteers are and all the positive good you are doing."

Tina Wesson, Winner of Survivor Australia

"Being around such amazing people was a life-changing experience for me. I feel more inspired and motivated to raise as much money as I can for Reality Rally. I am so appreciative of having the chance to meet you and the other members of your organization. Every member of the Reality Rally team was positive, enthusiastic and motivated. These are the kinds of individuals I aspire to be more like."

Danielle Alexander, Big Brother Canada

"This old soldier is very proud of your event and the work that you do. You have impacted us greatly and I am changed inside. We received such a gift that we will never forget and will be cherished forever. The tears I shed were for the love I felt, the new family I have found and the cause that is now mine too."

Simply EJ, EJ Snyder Naked and Afraid

"I've never seen an entire town support an effort like Reality Rally. Well done!"

Terry Dietz, Survivor Exile Island

What Media is Saying

"I'm still buzzing about Reality Rally. I was amazed at how friendly and outgoing the reality stars were, not to mention the volunteers and how the City of Temecula rallied around the event. Everyone was so pleasant, helpful and friendly."

Deb, All Digital Radio Chicago

What a Breast Cancer Survivor is Saying

"As a 25 year breast cancer survivor, I thank you for your vision and dedication. Michelle's Place is everything I needed 25 years ago but wasn't there. Reality Rally was so emotional, fun and ran like a well-oiled machine that I was pleased to be a part of it all."

Charlene Federoicz, Breast Cancer Survivor



CHARITABLE PARTNER: MICHELLE'S PLACE FOR BREAST CANCER

Michelle's Place Honors the Courage of Michelle Watson and All Women Like Her

Michelle Watson needed a resource center where she could go for help in coping with breast cancer and its challenges. Her parents, family and friends have started one in her memory so others will have an opportunity to get the help they need. It is called Michelle's Place, which is a 501(c)(3) non-profit.

"Reality Rally is a dream envisioned by Gillian Larson after being on CBS Survivor. Michelle's Place is fortunate to be the recipient of Gillian's energy and her passion to help women with breast cancer and their families"
Marilyn and Bill Watson, Parents of Michelle Watson and Founders of Michelle's Place



MANAGEMENT TEAM



Gillian Larson is the founder and director of Reality Rally. Gillian has owned several businesses and organized many events. Her passion for Reality Rally is contagious and people flock to work with her.



Kim Goodnough is the executive director of the charitable partner, Michelle's Place. It has been Kim's tireless passion for helping others that has allowed her to grow this non-profit breast cancer resource. It is the only organization of its kind in the Inland Empire.



Lily Holland is the celebrity relations coordinator for Reality Rally. Lily oversees all of the star activities, ensuring that everything runs smoothly and that the stars and sponsors have a memorable time at the event.



Cynthia Stedfield is the celebrity red carpet and casino night coordinator. She oversees the Friday night kick-off at the Wilson Creek Winery and has been in charge of organizing many events for several organizations.



Joni Preston is the media relations coordinator. She connects sponsors and talent with media in all areas before, during and after Reality Rally. She sharpened her management skills in the banking industry for 10 years including her role as operations manager of Home Savings.



Jennifer Elliott is the volunteer coordinator. She is highly organized which comes from her experience with DCH Honda and the SADD program in the high schools along with being the coordinator of the American Red Cross Blood Drive.



Annette Nielsen is the Family Festival and Celebrity Chef Showcase coordinator. Annette has over 25 years of experience in wedding coordination and design. She is the founder of the Temecula Valley Wedding Professionals and the Mosaic Guide.



Gaylon Holland has held many positions in the past and due to his expertise was quickly moved to the executive board to manage logistics. He comes from an extensive background in Organizational Management and Reality Rally is privileged to have him on board. He takes this role very seriously and has built his team to manage all areas.





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SPONSORSHIP: YEAR-LONG MULTI-BENEFIT PACKAGES

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Package
Rally Master Sponsor	\$50,000 per year	Naming Rights Product Placement International Platform Dedicated Campaigns Visibility Exposure Social Media Impressions Connections Engagement Contest Surveys Media Spokesperson's Benefits Owned Areas	Benefits of all sponsor levels plus: <ul style="list-style-type: none"> • International platform through web branding and speaking, contests, and traditional media • Make your brand friendly to reality TV show fans with purchasing power • Multimedia national and local campaigns include television, radio, internet, print and social media • Dedicated press releases promoting your brand • Inclusion in TV PSAs and radio PSAs • Product placements in videos and marketing materials • Satellite tours • Option to sponsor interactive events, workshops, winery tours and lounges
Starting Gate Sponsor	\$25,000 per year	Visibility Exposure Thank You Ads Social Media Impressions VIP Benefits Ad Placement Connections Engagement Contest Surveys Media Spokesperson's Benefits Owned Areas	All the benefits of the Checkered Flag Sponsor plus: <ul style="list-style-type: none"> • Inclusion in marketing campaign consisting of radio, television, print and internet and social media • Dedicated campaigns with pre-marketing, on-site and follow-up promotion • Road banners • Prominent display on event backdrops • Gillian Larson as spokesperson for your company • Owned areas include Celebrity Chef Showcase and Amazing Race-type Scavenger Hunt
Checkered Flag Sponsor	\$10,000 per year	Visibility Exposure Thank You Ads Social Media Impressions VIP Benefits Ad Placement Connections Engagement Contest Surveys	All the benefits of the Finish Line Sponsor plus: <ul style="list-style-type: none"> • Visibility on official t-shirts • Team registration for 4 team members or 3 team members and a reality star (based on availability) • Customized surveys of reality TV show fans with purchasing power • Online contest for your company • Press releases to local and national media • Option to provide premiums in official show bags • On-site sales, sampling, and couponing opportunities
Finish Line Sponsor	\$5,000 per year	Visibility Exposure Thank You Ads Social Media Impressions VIP Benefits Ad Placement	All the benefits of the Spectator Sponsor plus: <ul style="list-style-type: none"> • Exhibitor opportunities, signage and your company representatives at the event • Logo inclusion in posters and signage • VIP passes for staff and special clients • Ad placement in keepsake event program and autograph book • Tickets to Celebrity Reception and Casino Fundraiser
Spectator Sponsor	\$2,500 per year	Visibility Exposure Thank You Ads Social Media	<ul style="list-style-type: none"> • Hyperlink on official web site • Company logo in thank you ad • Reality Rally Sponsor thank you • Promotion in social media

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