



## A Walk to Mexico

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### The Project:

Outdoor educator and influencer, Matt Lyons, will be thru-hiking the Pacific Crest Trail heading SoBo starting on 7/3/21. If you're not familiar with the PCT, it holds major significance as one of the three major long-distance trails in North America. Starting on the U.S. border at Manning Provincial Park in British Columbia, the trail spans 2,650 miles, ending in Campo, California.

Independent filmmakers Liam O'Donnell and Dylan Lyons have assembled an expert team of creatives to produce a comprehensive film surrounding Matt's journey. The film, titled "**SOBO: A Walk to Mexico**," will be a fully authentic, no holds barred look at the process of preparing for and completing a hike of this magnitude. The film will be produced in support of a nonprofit organization dedicated to promoting diversity in outdoor spaces. We are still searching for the perfect organization whose mission aims to ensure BIPOC have increased levels of engagement, participation, and leadership opportunities in the outdoors. Upon selecting this organization we will be donating 50% of all funds raised. We plan on announcing our beneficiary very soon!

### Your Role:

We are looking for companies to partner with us in this exciting endeavor. Your sponsorship of this project would enable your brand to play an integral role in its success. As an independent film, your small investment would support its development, production, and distribution.

Beyond our anticipation of immediate enthusiasm for this project, we can guarantee that your sponsorship will bring increased engagement to your brand, amass new leads and eventually translate to increased sales. Many films documenting the outdoors have a tendency to target niche audiences, which in turn limits the potential reach for sponsors. SOBO will have broad audience appeal across multiple demographic as the story of adventure and emotional toil will be relatable to people who normally would not be interested in outdoor related content.

Not only will this be an opportunity for sponsorship of an exciting and innovative film, your investment in this project will include the exploitation of Matt's social media influence. As an outdoor educator and influencer, Matt has accrued a massive following across multiple social media platforms, most notably TikTok. Under the moniker 'mattslyon,' his ability to tell stories and witty jokes has earned him enormous appeal and allowed him to partner with national brands in bringing their products and services to his loyal and impressionable audience. Your support for this project will allow your company to build instant rapport and trust among Matt's dedicated following.

## **Matt's TikTok Audience Insights:**

- 1.6 million monthly view average
- 24,000+ followers
- Overwhelmingly Millennial & Gen Z
- Outdoor/adventure-oriented audience

## **Sponsorship Options:**

### **Day Hiker (\$250)**

- Brand name & logo on website
- Brand name & logo on all promotional material, mastheads or graphics
- Brand name & logo in closing credits of film

### **Thru Hiker (\$500)**

- Brand name & logo on website
- Brand name & logo on all promotional material, mastheads or graphics
- Brand name & logo in opening/closing credits of film
- Sponsored TikTok video
- Instagram shoutout through both the SOBO account as well as Matt's account

### **Triple Crowner (\$1000)**

- Brand name & logo on website (premium location)
- Brand name & logo on all promotional material, mastheads or graphics (premium location)
- Brand name & logo in opening/closing credits of film (premium location)
- Sponsored TikTok video with website referenced and link provided
- Instagram shoutout through both the SOBO account as well as Matt's account