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YELLOWSTONE EXPEDITIONARY SQUADRON

Sponsor Dossier / Official Sponsorship Proposal

Island Park, Idaho | October 10-17, 2026 | Deliverables Due November 1, 2026

01. MEMORANDUM FOR POTENTIAL BRAND PARTNER

1. PURPOSE

Sponsorship proposal for a cinematic, rugged, high-end Yellowstone group expedition built around brotherhood, premium gear, and sponsor-ready assets.

Operation: Do It For The Plot

Window: October 10-17, 2026

Basecamp: Island Park, Idaho

Contact: Hi@SkooterSchultz.com

2. DOCUMENT DATA

Control No: YES-2026-01

Prepared For: Future Brand Partners

Distribution: Sponsor review only

Status: Active pitch document

03. MISSION OVERVIEW

The Yellowstone Expeditionary Squadron is a private friend expedition designed to produce premium, sponsor-worthy photo and video assets in an authentic national park setting. This is not an influencer-reach package. It is a professionally shot field production centered on rugged travel, reunion energy, outdoor credibility, and the real use of trusted brands.

04. CORE POSITIONING

- Premium content and durable brand assets, not follower-count advertising.
- 18-20 men staying in Island Park and commuting into Yellowstone for sunrise.
- Authentic product use in a real-group setting with a cinematic visual standard.
- Limited sponsor roster to preserve quality, clarity, and brand value.

05. OPERATIONAL DETAILS

|               |                           |
|---------------|---------------------------|
| GROUP         | 18-20 men                 |
| BASE          | Island Park Airbnb        |
| PUBLIC CUT    | Sponsor-friendly film     |
| PRIMARY VALUE | High-quality brand assets |

06. IMPORTANT DATES

|           |                          |
|-----------|--------------------------|
| Aug 15    | Commitment target        |
| Sept 1    | Logo / artwork deadline  |
| Oct 1     | Products and gifts due   |
| Oct 10-17 | Expedition window        |
| Nov 1     | Sponsor assets delivered |

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### 07. FINANCIAL GOAL

The goal is to offset the Island Park lodging, build premium welcome kits, and create polished sponsor deliverables. Support beyond base costs improves group experience, production value, and post-trip asset delivery.

**Target sponsor support:** approximately \$20,000

**House cost anchor:** \$11,000 lodging base

#### MISSION BRIEF

The story is direct: 18-20 men, a high-end cabin in Island Park, sunrise runs into Yellowstone, rugged mountain conditions, reunion energy, and authentic use of gear from brands we actually trust. Sponsors receive professional visuals, organic group adoption, and a clear place inside a cinematic national park story.

### 08. CORE DELIVERABLES

#### PUBLIC FILM

Sponsor-friendly YouTube film with appropriate sponsor placement.

#### VERTICAL REELS

Dedicated short-form reels for qualifying sponsors.

#### PHOTO ASSETS

Edited product, lifestyle, and welcome-kit photography.

#### WELCOME REVEAL

Basket-opening and reaction footage with sponsor card visibility.

#### LOGO PLACEMENT

Apparel, graphics, and sponsor page placement by tier.

#### ASSET FOLDER

Post-trip sponsor asset delivery by November 1.

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### 09. SPONSOR COUNT STRUCTURE

- Target sponsor count: 8-10 total sponsors.
- Maximum sponsor count: 20 total only if roughly 10 are lightweight welcome basket sponsors.
- Core slots: 1 Presenting, 1 House, 1 Road/Vehicle, and 5-7 Expedition or Field Kit Partners.

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**10. SPONSORSHIP PACKAGES**

Sponsors are buying professional brand assets, authentic product placement, and a premium expedition story. Product-only sponsorships are welcome, but lower-investment packages carry lighter deliverables unless upgraded. All core sponsors receive category exclusivity within their sponsorship category. The strongest partners receive meaningful integration; smaller basket sponsors remain simple so the trip stays premium and the production workload stays manageable.

**PRESENTING**

**\$20,000 preferred**

Hybrid gift / cash terms available. Naming + full visibility. Full usage rights and category exclusivity. Dedicated reel, photos, sponsor beat.

**HOUSE**

**\$11,000**

Lodging / basecamp recognition. Cabin-centered content integration. Welcome material + asset package.

**ROAD / VEHICLE**

**\$8,000-\$12,000**

Vehicle + travel branding. Driving / arrival visuals. Vehicle magnet placement when approved.

**EXPEDITION PARTNER**

**\$3,000-\$5,000**

As low as \$1,500 with right gifts. Featured photo/video deliverables. Organic product integration.

**FIELD KIT**

**\$500-\$1,500 product**

Welcome basket gear spotlight. Small logo + thank-you moments. One signature product fit.

**BASKET**

**\$100-\$500 product**

Product in welcome baskets. Sponsor thank-you listing. Usage upgrade available.

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Field Kit and Basket sponsors are ideal for single signature products such as wipes, socks, hats, jerky, storage media, or one trusted expedition item per brand. Higher tiers can buy their way into the inner circle with expanded integration and deeper asset access.

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11. USAGE RIGHTS MATRIX

A sponsor should be able to tell exactly what they can do with the assets they receive. Rights scale with investment level: lower tiers receive limited organic use; higher tiers unlock editing, paid advertising, and longer usage windows.

| RIGHTS   | INCLUDED WITH             | EXACT PERMISSION                                                                             |
|----------|---------------------------|----------------------------------------------------------------------------------------------|
| STANDARD | Basket + Field Kit        | Organic social reposts with credit. Light cropping/resizing only. No paid ads. 12 months.    |
| SHARED   | Expedition Partner + Road | Standard rights plus website/marketing use. Moderate editing. Limited paid ads for 6 months. |
| FULL     | House + Presenting        | Unlimited paid ads, broad editing/customization, indefinite usage across channels.           |

12. ADD-ON OPTIONS

| ADD-ON                   | PRICE           | WHAT IT UNLOCKS                                                               |
|--------------------------|-----------------|-------------------------------------------------------------------------------|
| Extended Usage           | \$1,000         | Extends standard rights to 24 months.                                         |
| Full Usage Upgrade       | \$3,000         | Unlocks paid ads, editing rights, and full multi-channel use.                 |
| Content Customization    | \$1,500         | Right to crop, edit, overlay, resize, and adapt delivered assets.             |
| Exclusive Category       | \$2,000         | Only brand in your product category on the trip.                              |
| Raw B-Roll               | \$1,000         | Select raw clips for internal editing and production.                         |
| Inner Circle Integration | \$2,500-\$5,000 | Group thank-you scene, product reveal, mid-film mention, and expanded assets. |

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13. IDENTITY + APPAREL MOCKUPS



FRONT TEE // LEFT POCKET MARK



QUILTED JACKET // CHEST MARK



BACK TEE // SPONSOR LAYOUT

14. COIN MOCKUPS



CHALLENGE COIN // FRONT



CHALLENGE COIN // BACK

APPROVED!

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### 15. WELCOME GIFT MOCKUPS



PRIVATE ROOM // WIDE WELCOME KIT PLACEMENT



PRIVATE ROOM // DETAIL KIT VIEW



BUNK ROOM // KITS ACROSS BEDS



BUNK ROOM // CLOSE WELCOME KIT DETAIL



### 16. WEATHER AND ACCESS PIVOT CLAUSE

Yellowstone in October may involve weather changes, access changes, snow, closed services, wildlife unpredictability, or other conditions outside our control. Sponsor deliverables will still be fulfilled, but exact backgrounds or creative direction may pivot to Yellowstone, Island Park, cabin, road-trip, or regional mountain settings as needed.

READY TO PARTNER? Contact [Hi@SkooterSchultz.com](mailto:Hi@SkooterSchultz.com)