

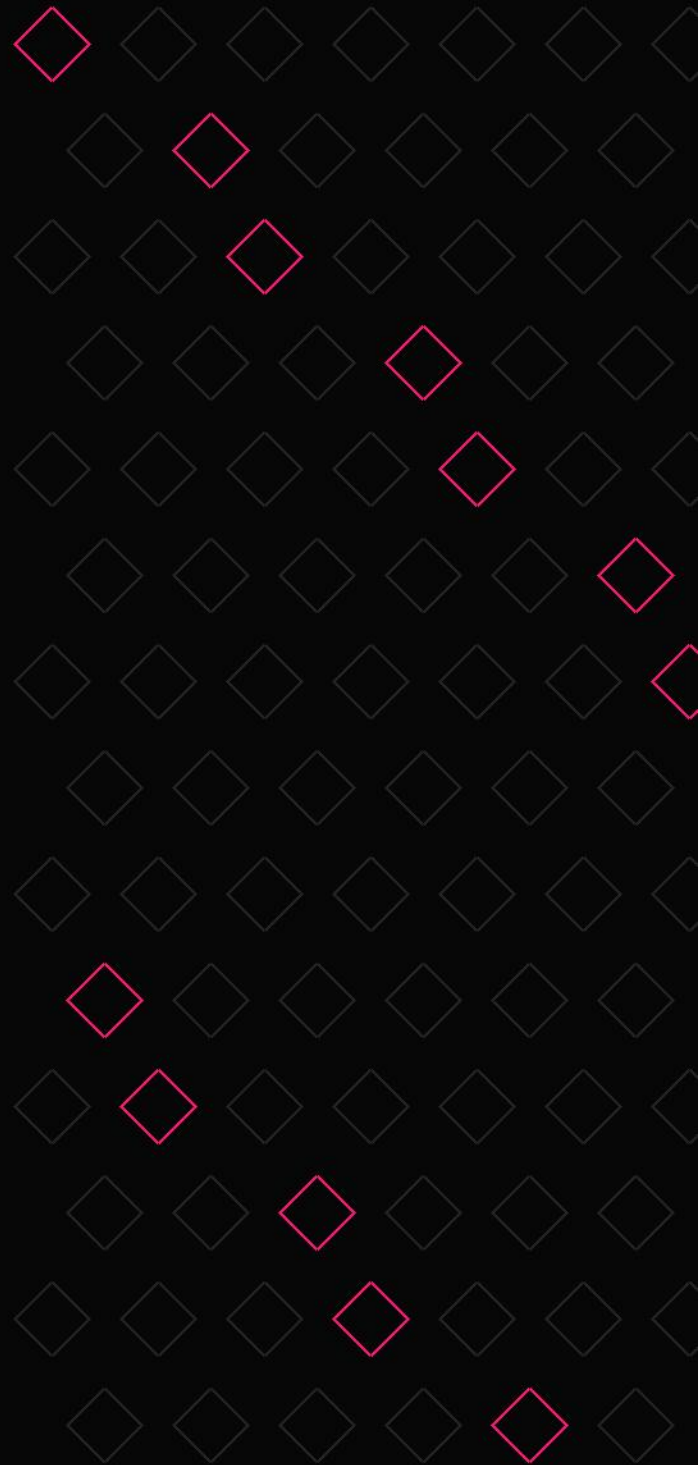


MIL GAME / SPONSORSHIP PACKET

PUT YOUR BRAND IN THE GAME.

A 20-episode web series built for attention, conversation, and repeat viewing.

ADVERTISING PARTNERSHIPS / MILWAUKEE



01 / THE OPPORTUNITY

A SHOW BUILT FOR ATTENTION.



Mil Game is a 20-episode AI-generated web series where players compete through virtual dice-roll rounds and spectators follow the tension, the strategy, and the final survivor.

A sponsorship puts your business in the same viewing journey: discovery on the website, recognition on social pages, episode livestream visibility, and branded moments inside the show.

01

BRAND VISIBILITY

Be present where viewers meet the show and explore the businesses supporting it.

02

LOCAL ENERGY

Connect your Milwaukee business to a locally built entertainment property and its growing audience.

03

CONTENT THAT TRAVELS

Short-form creative gives your brand a piece of the season that can be seen across the Mil Game experience.

WHAT YOUR SPONSORSHIP HELPS MAKE POSSIBLE

- 20 episodes of original Mil Game entertainment
- The season prize pool and show facilitation
- AI-generated commercial creative with human guidance

02 / PACKAGE LEVELS

CHOOSE YOUR VISIBILITY.



Each package starts with a real sponsor presence. Higher packages add commercial creative and episode exposure while keeping the inventory focused and deliverable.

LOCAL LISTING

\$400

- Logo in the Sponsors section
- Logo linked to your website
- Logo on applicable flyers and marketing materials

FEATURED LISTING

\$800

- Everything in Local Listing
- 15-second cross-brand commercial on the website
- 15-second cross-brand commercial on social pages

COMMERCIAL SPONSOR

\$1,500

- Everything in Featured Listing
- Custom 15-second AI-generated commercial
- Appears in 6 episode livestreams
- Paid social media promotion of the approved 15-second commercial
- In-show advertising or branded recognition

PREMIUM

\$3,000

- Everything in Featured Listing
- Appears in all 20 episode livestreams
- Paid social media promotion of the approved 15-second commercial
- Lead placement across episodes and partner materials
- Premium in-show sponsor recognition

03 / THE INCLUSIVES

WHERE YOUR BRAND SHOWS UP.



The placement map below is designed to make the difference between a listing, a cross-brand commercial, and season-long episode exposure easy to understand.

01

LOGO ON SITE

Your approved logo appears in the Mil Game Sponsors section.

02

LINKED WEBSITE

Your logo links directly to your business website.

03

MARKETING MATERIALS

Your logo is included on applicable Mil Game flyers and season materials.

04

15-SECOND CROSS-BRAND

Featured and higher packages receive the approved short commercial on the website and social pages.

05

6 EPISODES

Commercial Sponsors appear in 6 episode livestreams.

06

20 EPISODES

Premium Sponsors appear in all 20 episode livestreams.

07

IN-SHOW ADVERTISING

Commercial and Premium packages include branded in-show recognition.

08

SOCIAL PAGE

Your cross-brand creative is presented through Mil Game social pages.

09

PAID SOCIAL PROMO

Commercial Sponsor and Premium packages include paid social media promotion of the approved 15-second...

04 / PRODUCTION

FROM IDEA TO AIRTIME.



Commercial packages include a focused 15-second cross-promo built for the Mil Game audience. We keep the process simple, clear, and production-ready.

01**SELECT**

Choose the package that matches your desired visibility and episode exposure.

02**SUBMIT**

Send your logo, website, contact information, offer, and brand direction.

03**CREATE**

Mil Game produces the AI-generated commercial with human guidance and production review.

04**SCHEDULE**

Your approved creative is placed across the website, social pages, livestreams, and show moments included in your package.

WHAT WE NEED FROM YOUR BUSINESS

- A clear, high-quality business logo
- Your website URL and preferred call to action
- Brand notes, offer details, and any required wording
- A contact person available for creative review

Final creative, placement timing, and platform presentation are subject to production scheduling, creative approval, and applicable platform rules.



MIL GAME / NEXT MOVE

LET'S MAKE AN ENTRANCE.

Your business can be part of the season
wherever the game unfolds—from the first
click to the final episode.

APPLY TO SPONSOR

watchmilgame.com/sponsor-signup/

sponsor@watchmilgame.com

ADVERTISING PARTNERSHIPS / MILWAUKEE

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