REC

ISO 100 1/8 f4.0

ENTREPRENEUR EMPIRE

WE BIRTH SUCCESS

THE REAL ENTREPRENEUR

REALITY TV SHOW

00:14:30 | 80:00

SYNOPSIS

"The Real Entrepreneur" is a thrilling reality TV show that puts aspiring entrepreneurs to the ultimate test. Contestants compete against each other in a series of 10 different entrepreneurial tasks to prove their business acumen, creativity, and ability to handle real-life entrepreneurial challenges. The winner of the show receives either a $25k investment in their business for 20% equity ownership, or they can choose to walk away with $5k in cash.

FORMAT

Each week, the contestants will face a new task that challenges their entrepreneurial skills. These tasks will cover a wide range of business-related challenges, including marketing, product development, sales, negotiation, team management, and more. The tasks are designed to simulate real-life scenarios faced by entrepreneurs, providing a unique opportunity for contestants to showcase their abilities.

The contestants will have a limited amount of time to complete each task. They will be judged by two or more experienced entrepreneurs and industry experts, who will evaluate their performance based on various criteria such as creativity, strategy, execution, and overall business potential.

Throughout the season, viewers will witness the contestants' struggles, triumphs, and personal growth as they navigate the challenges of entrepreneurship. Audiences will get an inside look at the highs and lows of building a business and experience the contestants' determination and resilience.

FINANCIAL BREAKDOWN

$3,200

(FOR HOUSE Rental)

$30,000

(FOR PRIZE Winner)

$5,000

(CAMERA CREW)

$2,500

(Bank Round Money)

$8,000

(FOR FOOD With Cheff)

$1,300

(HOTEL FOR CREW)

$10,000

(FOR MARKETING)

GRAND TOTAL

$60,000

CONCLUSION

"The Real Entrepreneur" is not just a TV show; it's an immersive experience that captures the essence of what it takes to be a successful entrepreneur. With its engaging challenges, expert judging panel, and generous cash prize, the show aims to inspire aspiring entrepreneurs, entertain viewers, and provide valuable insights into the world of entrepreneurship. Who will rise to the occasion, overcome the obstacles, and prove they have what it takes to become the next big entrepreneur? Tune in to "The Real Entrepreneur" to find out!

THE *Real* ENTREPRENEUR

"SEASON 1"

JUNETEENTH
CLOSING THE RACIAL WEALTH GAP
CNBC
MacBook Air

Winner of Season 1

THE *Real* ENTREPRENEUR

"SEASON 2"

LORD'S
CONNECT4
YOU KNOW, THAT'S WHERE
MacBook Air

Winner of Season 2

THE *Real* ENTREPRENEUR

"SEASON 3"

I WOULD LIKE TO PLAY A
MacBook Air

Winner of Season 3

THE *Real* ENTREPRENEUR

"SEASON 4"

HOW YOU CAN HELP DRIVE BUSINESS FOR BRANDS

Our multi-channel approach amplifies your reach. Every episode is supported by targeted social media content, behind-the-scenes features, and email campaigns that spotlight your brand’s involvement and drive direct engagement. With trackable CTAs, QR codes, and unique offers, we turn brand exposure into tangible results—capturing leads, driving sales, and building brand loyalty among a high-intent audience of entrepreneurs and creators.

WHY PARTNER WITH MY OPPORTUNITY

For sponsors, partnering with The Real Entrepreneur means more than just logo placement. It's an opportunity to become an integral part of the entrepreneurial journey—demonstrating your brand's value in real-world scenarios, building trust, and driving measurable business outcomes. Your products and services are not just advertised; they're woven into the fabric of the show, used by contestants, recommended by experts, and showcased as solutions to real business challenges.

Entrepreneurship is on the rise like never before: according to the U.S. Census Bureau, Americans filed a record 5.5 million new business applications in 2023 alone. Yet, despite this boom, the vast majority of entrepreneurs lack access to practical, real-world education and mentorship. According to the Kauffman Foundation, over 70% of new founders say they struggle most with hands-on business skills and actionable guidance. The Real Entrepreneur is designed to fill this critical gap by delivering real lessons, real failures, and real wins—on camera, in real time."

Now is the time for brands to be part of something bigger: a revolutionary TV experience that's shaping the next generation of entrepreneurs. By sponsoring The Real Entrepreneur, you're not just supporting a show—you're investing in a movement that delivers real value, closes the education gap, and empowers viewers to become the leaders and innovators of tomorrow. Join us in changing the face of TV and business, one episode at a time.

THE TEAM

Dr. Casuel Pitts
Executive Producer

Dwaine Govan Jr
Director

Jamie Bullock
Production Coordinator

Kevin Shilo
Camera Operator

Jeremiah Bullock
Production Assistant

Jalen Bullock
Production Assistant

Alexa Johnson
Lead Production Assistant

Aleisha Green
Hair Stylist

Chris Redding
Security

Toney Green
Audio Engineer

SPONSORSHIP OPPORTUNITY

- Platinum Sponsor — $60,000 (1 available)
- Gold Sponsor — $30,000 (2 available)
- Silver Sponsor — $10,000 (6 available)
- Bronze Sponsor — $5,000 (12 available)
- In-Kind Partner— $1,000 (60 available)

PLATINUM SPONSOR $60,000

- Naming rights: “The Real Entrepreneur, presented by [Brand]” (featured on every episode, all marketing materials, premiere & reunion)
- Exclusive product/service placement in every episode
- 2 custom 15-second commercials per episode (airs twice per episode, all season)
- Logo on all materials, digital billboards, and credits
- VIP Access: 6 passes to be extras in the show and having access to tapings, castings and premiers & up to 2 judge-guest cameos for 2 additional seasons
- “All Second Chance BANK” powered by your brand

GOLD SPONSOR $30,000

- Exclusive product/service placement in every episode
- 1 custom 15-second commercials per episode (airs once per episode, all season)
- Logo on all materials, digital billboards, and credits
- VIP Access: 2 passes to be extras in the show and having access to tapings, castings and premiers & up to 1 judge-guest cameos for 1 additional seasons
- “5 Second Chance BANK” powered by your brand

SILVER SPONSOR $10,000

- Product/service placement in 5 episode
- 1 custom 15-second commercials on 5 episode (airs once per episode)
- Logo on all materials, digital billboards, and credits
- VIP Access: 1 pass to be extras in the show and having access to tapings, castings and premiers for 1 additional seasons
- “2 Second Chance BANK” powered by your brand

BRONZE SPONSOR $5,000

- Product/service placement in 2 episode
- 1 custom 15-second commercials on 2 episode (airs once per episode)
- Logo on all materials, digital billboards, and credits
- VIP Access: 1 pass to be extras in the show and having access to tapings, castings and premiers
- “1 Second Chance BANK” powered by your brand

IN-KIND PARTNER $1,000

- Logo on all materials, digital billboards, and credits
- VIP Access: 1 pass to be extras in the show and having access to tapings, castings and premiers
- “1 Second Chance BANK” powered by your brand

ANNUAL SUPPORTERS PROGRAM

- **Empire Supporter** – $99/year
- **Builder Supporter** – $49/year
- **Starter Supporter** – $19/year

EMPIRE SUPPORTER $99YR

- **VIP Access:** Priority invites to live tapings, premieres, and reunion shows
- **Live Virtual Meetups:** Quarterly Zoom sessions with Dr. Pitts, cast, and judges.
- **Supporter Challenge Idea:** Submission of your Idea Challenge and it being featured on the show as an episode challenge “Not Guaranteed”.
- **Supporter Swag Pack:** TRE t-shirt, Drawstring Backpack
- **Live Q&A:** For the Premier and Reunion
- **Name in Credits:** Featured in the “Thank You Supporters” section of the show’s credits and website.
- **Private Facebook and Telegram/Community:** Access to a private online group for networking with other supporters, cast, and entrepreneurs.
- **Exclusive Giveaways:** Quarterly prize drawings for sponsor products, coaching calls, or event tickets.
- **Discounts:** 15% off official show merch and partner offers.

BUILDER SUPPORTER $49YR

- **Live Q&A:** For the Reunion ONLY
- **Name in Credits:** Listed as a supporter on the website and in one episode per season.
- **Private Facebook Access:** Join the private supporter group.
- **Giveaways:** Entry into bi-annual supporter prize drawings.
- **Discounts:** 10% off merch and partner offers.

STARTER SUPPORTER $19YR

- **Supporter Badge:** Digital badge for social media and community group.
- **Exclusive Updates:** Monthly supporter newsletter with sneak peeks, casting news, and more.
- **Private Facebook Access:** Join the private supporter group.
- **Discounts:** 5% off merch and partner offers.

AUDIENCE DEMOGRAPHICS & INFO

Lakisha Massey
4-month streak

TerrisSiah Zakar
4-month streak

Ramona Bryant
4-month streak

Curly Carley Martha
5-month streak

Alexa Johnson
5-month streak

Annette Smith
4-month streak

Chris Redding
4-month streak

Wanda Green
8-month streak

https://trenllc.com/video-on-demand/

925,117 clicks

Top Country

Summary | Countries | Platforms

Pixie Lee

SouLah Belle

Punkin Riley
2-month streak

Silas Cobb Atlanta
3-month streak

Brittany Alexis
3-month streak

Hernandez Joe
3-month streak

Jay Danzie
4-month streak

Chosen Culture
4-month streak

SEP
5TH
2025
7PM
EST
THE
REAL
ENTREPRENEUR
THE
REUNION
DR.CASUEL PITTS
DR.CASUEL PITTS
DR.CASUEL PITTS
DR.CASUEL PITTS
DR.CASUEL PITTS

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Silvermoon Cashen

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Tiffony Coleman

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Tony Clark

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
David Henning

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Leon Gresham

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Toney Green

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Leshia Brown-Lumpkin

"I GOT MY
TICKET
SEASON 4 OF
"THE REAL ENTREPRENEUR"
Quentayvious Kenney

CONTACT INFO

The Real Entrepreneur Team

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