

GRAV LABS

&

Sybil & Mike

COLLAB



SYD & MIKE ARE THE
INTERNET'S FAVORITE
STONER BUDS, WITH OVER
100 MILLION VIEWS
WORLDWIDE

(INCLUDING FROM FANS CYPRESS HILL,
MARK RUFFALO, AND KENAN THOMPSON)



45.6K FOLLOWERS



57.1K FOLLOWERS



TIER 1: REGS

INSTAGRAM LIVE | FACEBOOK LIVE | STORIES

FEE: \$1,000

MULTI-TIER **GRAV** DISCOUNT: FREE*

*DISCOUNT PROVIDED WITH PARTNERSHIP DEAL
FOR TIERS 3, 4, OR 5 ONLY



CHILLIN W/SYD & MIKE

- GRAV SPONSORED 20 MIN. SMOKE SESSION W/PRODUCT PLACEMENT
- SYD & MIKE USE AND SHOWCASE PRODUCT OF CHOICE
- SYD & MIKE SMOKE AND INTERACT WITH VIEWERS VIA LIVE STREAM

STORY TAKEOVER

- QUICK SKETCHES AND PROMOS
- SYD DRAWS FUN IMAGES ON GRAV PHOTOS
- POLITICAL COLLABORATION TO BRING AWARENESS TO MEANINGFUL ACTIVIST CAMPAIGNS



TIER 2: MIDS

ONE MINUTE LOW-COST PRODUCTION

FEE: \$3,000

MULTI-TIER **GRV** DISCOUNT: \$2,000*

* DISCOUNT PROVIDED WITH PARTNERSHIP DEAL
FOR TIERS 3, 4, OR 5 ONLY

EXAMPLES:

- **LAVENDER AIR FRESHNER**
 - OVER 80 MILLION STREAMS WORLDWIDE
 - SHARED BY CYPRESS HILL (150K VIEW/S), CHEECH AND CHONG (500K), HERB (25M), DAQUAN (3M)
 - VIEWED OVER 10M TIMES ON RESHARE
- **SWEAT LODGE**
 - OVER 10 MILLION STREAMS WORLDWIDE
 - SHARED BY CYPRESS HILL (300K VIEWS), HERB (7.3M)
- **420/KUSH CANNON CHALLENGES, EASTER BUNNY BONG**
 - OVER 3 MILLION STREAMS WORLDWIDE
- **BIG SQUASH & LIL' PUMP**
 - OVER 100K STREAMS WORLDWIDE
- **WHEN YOU NEED TREEZ NOW AND KARENCEPTION**



TIER 3: HIGHS

1-2 MINUTE MID-COST PRODUCTION

FEE: \$6,000

MULTI-TIER **GRAV** DISCOUNT: \$5,000*

** DISCOUNT PROVIDED WITH PARTNERSHIP DEAL FOR TIERS 4 OR 5 ONLY*

EXAMPLES:

- THE FRIGHT BEFORE CHRISTMAS, HAYTERS GONNA HATE, HAPPY DANKSGIVING AND CHRONIKKAH
 - SPECIAL HOLIDAY VIDEOS THAT GARNERED THOUSANDS OF STREAMS AND CAN BE RE-SHARED YEARLY
- FOOD PIPES
 - OVER 50K VIEWS
 - CREATIVE-BASED CONTENT OUTSIDE THE TRADITIONAL NARRATIVE REALM
- LEAKED DASHCAM FOOTAGE (COP STOP II)
 - REALISTIC 'FOUND FOOTAGE' STYLE VIDEOS WITH HIGH PROBABILITY OF VIRALITY, BUT WHICH HAVE HIGH QUALITY PRODUCTION VALUE
- SUSHI RAT, WEED LAUNDERER, AND MOVIE MAGIC
 - TRADITIONAL NARRATIVE CONTENT IN THE VEIN OF SKETCHES AND ONE-OFFS WITH HIGH QUALITY PRODUCTION VALUE



TIER 4: DANK

3-8 MINUTE HIGH-COST PRODUCTION

FEE: \$12,000

MULTI-TIER **GRAV** DISCOUNT: \$10,000*

** DISCOUNT PROVIDED WITH PARTNERSHIP DEAL FOR TIER 5 ONLY*

EXAMPLES:

- **BLACKARONI AND CHEESE**
 - FEATURING KENAN THOMPSON (SNL)
 - OVER 200K STREAMS WORLDWIDE
 - OPPORTUNITY TO FEATURE VARIETY OF TALENTED COMICS TO HELP BOOST STREAMS
- **MILK & COOKIES**
 - MULTIPLE LOCATIONS, LARGER CAST
 - OPPORTUNITY TO CREATE A MEANINGFUL MESSAGE WITHIN A GREAT STORY
- **SYRAH**
 - LARGER SET PIECES, MULTIPLE EXTRAS



TIER 5: DEALER

MULTI-EPIISODE HIGH-COST PRODUCTION

FEE: \$50,000*

* FEE CAN BE NEGOTIATED BASED ON LENGTH AND NUMBER OF EPISODES, OR  PREFERRED SPEND

EXAMPLE:

• SYD & MIKE AND THE PHANTOM STRAIN

- A LIVE ACTION, SHORT FORM COMEDY SERIES FOR STREAMING, IN WHICH TWO NEW YORK CITY STONERS EMBARK ON A BOROUGH-SPANNING QUEST TO FIND A LEGENDARY STRAIN OF MARIJUANA, WHEN A RIFT BETWEEN THEM THREATENS TO END THEIR LIFELONG FRIENDSHIP
- A PLANNED SERIES FEATURING 10 SIX-MINUTE EPISODES CHOCK-FULL OF TWISTED MILLENNIAL-STONER HUMOR
- THERE ARE AMPLE OPPORTUNITIES TO INCLUDE BRAND LOGOS, PRODUCTS, AND MENTIONS THROUGHOUT
- ADDITIONAL OPPORTUNITY FOR EACH EPISODE TO BE "PRESENTED BY" THE BRAND
- HIGHER BUDGETS MEAN MORE CAPABILITIES, INCLUDING ATTRACTING NAME TALENT, BUT OUR BUDGETS ARE STILL MORE COST-EFFICIENT THAN COMMERCIALS





FOR MORE INFORMATION,
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