



**Dirt  
Cheap**

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**2018 SPONSOR DECK**

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# WHAT IS DIRT CHEAP WITH CHAS BRUNS?

The show follows the escapades of filmmaker Chas Bruns as he travels the world in search of the cheapest tours, food, hotels, hostels and transportation. He shows viewers how to travel for pennies on the dollar! He takes his audience sky diving, waterfall hiking, shark diving and more! It is a show that appeals to an large audience, is family friendly and free to watch!

Dirt Cheap has been streaming online for FREE since 2012. The show has over 14,000 subscribers and over 2 million views!

Here are some additional social media account stats: Chas' Facebook (1,115 friends), Twitter (796 followers), SnapChat (1,500 followers), Instagram (1,166 followers) and Facebook page (976 followers).



**12 EPISODES**  
CREATED SINCE 2012



**12 DIFFERENT CITIES**  
IN 7 DIFFERENT COUNTRIES



**2 MILLION+ VIEWS**  
WITH 14,000+ SUBSCRIBERS



# IN THE PRESS!

Dirt Cheap with Chas Bruns has been featured in multiple news and media outlets across the country! Here are just a few:



2 PAGE  
FEATURED ARTICLE



**CIRCULATION**  
10,000+ PER ISSUE



10 MINUTE  
FEATURED SEGMENT



**VIEWERSHIP**  
2,500 LIVE - 10,000+ ONLINE



ON AIR AND ONLINE  
WITH NIKKI CRUZ



**LISTENERS**  
185,000+ ON AIR 10,000+ ONLINE

# WHO IS CHAS BRUNS?



Chas Bruns was born in West Palm Beach, Florida, but moved to Bangor, Maine at the age of four. As a young child, his mother helped him land roles in commercials and local theater. In the third grade, Chas lived on a farm near Edinburgh Castle with royal potter and painter, David Cohen, in Edinburgh, Scotland. While there he studied art and practiced voice and improv. The logo for the company Chas would later form, Media Empire, is the outline of Edinburgh Castle.

During high school, Chas developed a love for cinematography and began working behind the camera. In 2001, he decided to take the plunge and moved out to Los Angeles to pursue a career in entertainment. After graduating from California State University at Northridge with a degree in Cinema and Television Arts, Chas quickly began working in nearly every aspect of film and television production. His career includes work on such shows as Jimmy Kimmel Live, The Ellen DeGeneres Show and Extreme Makeover: Home Edition.



Recently, Chas decided to branch out from the production world and return to his roots in acting. Being raised in Maine, Chas had always wanted to eventually move back East. After finishing his job as an ABC Online Content Producer on the 7th season of Extreme Makeover, Chas decided to move to New York.

As an actor, Chas can be seen impersonating John Edwards from Crossing Over on season two of Celebrity Ghost Stories on the Biography Channel, playing Charles Whitman in the University of Texas 1969 School Shooting episode of Dr. G: Medical Examiner on the Discovery Health Channel and as a "local hero" on HBO's Tales From The Organ Trade.

As a director, Chas' first documentary, Jim Said No (a film about a man struggling to live with the disease ALS) was featured on Maine Public Broadcasting, as well the KahBang Film Festival. He has since gone on to produce and direct numerous documentaries (New Horizons: Brazil and Medlife Brigade: Peru) and short films in Panama, Peru, Ecuador and Brazil. They focus on healthcare in Latin America and the ever-growing divide in social classes.

Chas is also known for festival production and his work in the music world. After founding the KahBang Festival in Bangor, Maine in 2009, Chas has since gone on to work as a Production Coordinator for Waterfront Concerts, producing shows for Tim McGraw, Toby Keith, and Bob Dylan, to list a few.



Chas also owns the Maine based production company MediaEmpireNYC.com as well as the Maine based fashion label TheHomeShirt.com.

# PAST SPONSORS INCLUDE:





# \$250 SPONSORSHIP PACKAGE INCLUDES...

Your logo up for 8 seconds at the top of the show, after the intro credits, with a voiceover by Chas mentioning that your company is the main sponsor for the episode! Because you are the sole sponsor for the episode, you can guarantee that people will remember your brand and they will appreciate that you support their favorite show!

On top of that, you will also get a mention and personal "shout out" from Chas himself across all his social media accounts! Everyone knows the #1 place to market in 2018 is on social media. This will drive sales and traffic directly to your business!

Chas' Facebook (1,115 friends), Twitter (796 followers), SnapChat (1,500 followers), Instagram (1,166 followers) and Facebook page (976 followers).

## FACEBOOK POSTS



### PEOPLE LISTEN TO CHAS!

HE IS A SOCIAL MEDIA INFLUENCER

## INSTAGRAM STORY



### THEY LOVE HIS POSTS!

INSTAGRAM IS EXPLODING!

## TWITTER AND SNAPCHAT



### MARKET TO MILLENNIALS

THEY'RE ON THEIR PHONES 24/7!

# BUT DON'T TAKE OUR WORD FOR IT... LISTEN TO THE PAST SPONSORS!



"I saw an immediate return on our investment. People come into the bar asking us about the show all the time. It's been great for business."

-Jira Rustana, Owner of Umami Noodle Bar



"Chas is a personal friend so I wasn't sure what to expect, but it's gotten us a lot of buzz! As a new business, we we're looking to get our name out there. This has definitely helped."

-Tyson Lo, Owner of Bangor Beer Company



"I had worked with Chas before so I knew he was going to create something special and I wanted to be a part of it. I'm really happy we were."

-Karyn Young, Owner of Ipamena Bar & Grill

# LOOK WHAT THE FANS ARE SAYING!



**Mh. A** 2 days ago

This channel deserves millions of subscribers! 💜

Reply · 1 👍 🗨️ 📺❤️



**John King** 1 week ago

Great video! Made me want to go back to Ireland!

Reply · 1 👍 🗨️ 📺❤️



**TheRandomAsian** 1 year ago

OMG this is so professional and cool. I love watching travelers traveling the world. What a video you got here. Amazing work!

Reply · 53 👍 🗨️ 📺❤️



**Brian Smith** 11 months ago

Great video. I hope the Travel Channel or Discovery pick up your show!

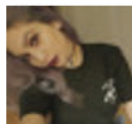
Reply · 1 👍 🗨️ 📺❤️



**Biswaranjan Mohanty** 2 days ago

great content and presentation style ! loved it

Reply · 1 👍 🗨️ 📺❤️



**Alondra Medina** 2 weeks ago

This video is great! I just started watching your vids and wow soo entertaining ! I really want to follow your foot steps. I am so inspired. Thank you!

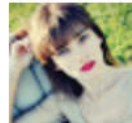
Reply · 1 👍 🗨️ 📺❤️



**Janae Jackson** 1 week ago

Loved your show!!! Thank you....

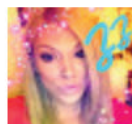
Reply · 1 👍 🗨️ 📺❤️



**Jeanna Theis** 1 week ago

This video is Fantastic. Thank you for sharing your trip to Ireland. 🇮🇹🍀😎

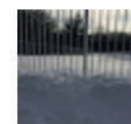
Reply · 1 👍 🗨️ 📺❤️



**ZoeyZoco** 1 week ago

Okay the blog is so legit! This guy needs to be on the Travel Channel!!

Reply · 2 👍 🗨️ 📺❤️



**lena shelly** 1 year ago

More videos! so AWESOME

Reply · 7 👍 🗨️ 📺❤️



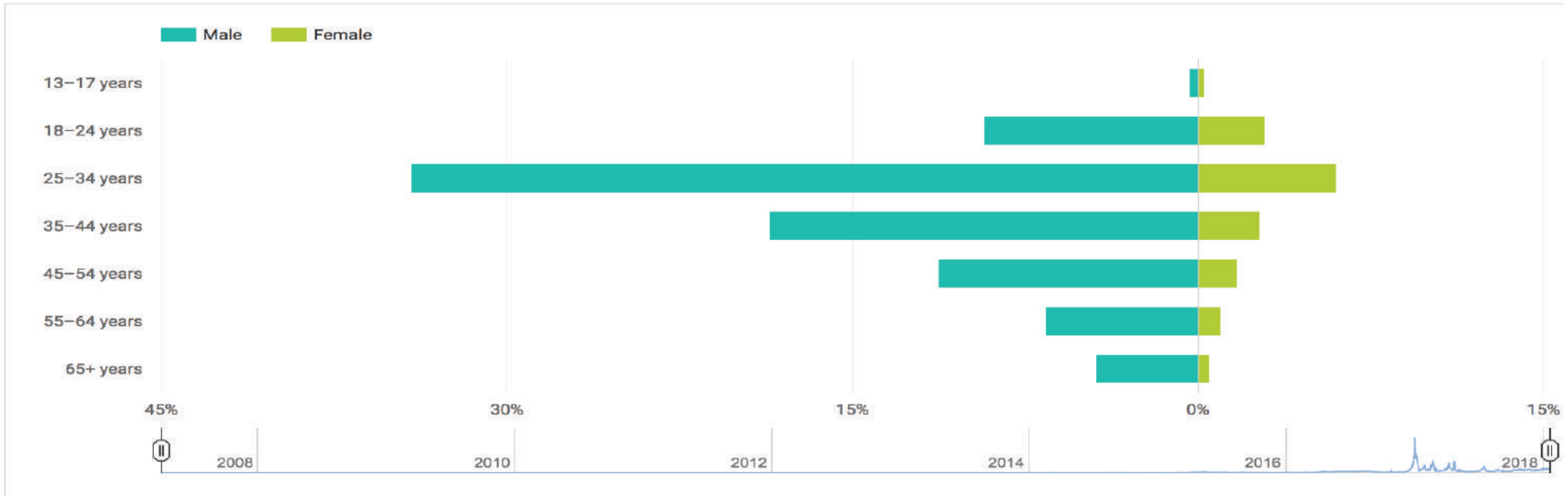
**Shelly D.** 5 days ago

Thank you, thank you! This was so helpful! Now I know where to stay & what to do when I backpack it.

Reply · 1 👍 🗨️ 📺❤️



# 2 MILLION+ VIEWS AND 14k+ SUBSCRIBERS!



## Top geographies

Watch time

- United States (35%)
- India (8.7%)
- Canada (8.5%)
- United Kingdom (8.4%)
- Australia (4.8%)



## Gender

Views

- Male (87%)
- Female (13%)



## Traffic sources

Watch time

- Suggested videos (50%)
- Browse features (34%)
- YouTube search (5.6%)
- Other (11%)



## Playback locations

Watch time

- YouTube watch page (99%)
- Embedded in external websites and apps (0.8%)
- Mobile devices (0.2%)
- Other (0.3%)

