

TRUE TRIATHLON



#BETRUE



THE TRUE HOOK



With a track record of accomplishing seemingly impossible physical feats, Justin's vision is to use the True Triathlon as a platform to address what has become a global mental health crisis ,and to help raise money and awareness for the organizations who are on the front lines.

Follow along with Justin and his team as he strives to accomplish what no person has ever done before.

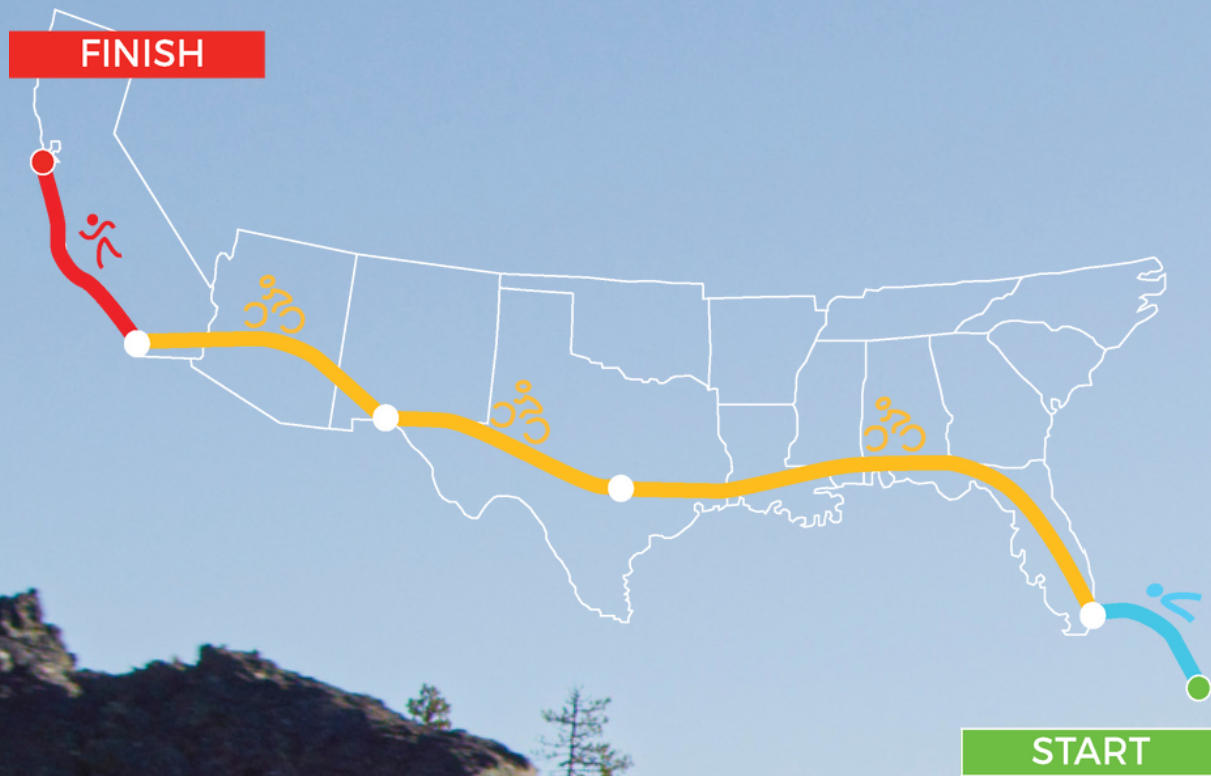


THE VISION

In May 2022, in honor of Mental Health Awareness Month, hybrid-athlete Justin True will aim to raise \$15 Million for philanthropic partners by undertaking the longest triathlon in U.S. history: The True Triathlon. A physical and spiritual journey, Justin will swim 100 miles from the Bahamas to Miami, bike 3,000 miles from there to San Diego, and run 600 miles up the coast of California, finishing the triathlon by crossing the Golden Gate Bridge. His goal in completing the triathlon is simple and powerful: to break the stigma surrounding mental health and to show others the undeniable power of speaking their truth.

Justin's life - and his calling to help others - is defined by his own journey to overcome his mental health struggles.

"The triathlon is such a perfect metaphor for what I'm trying to convey," he says. "Swimming in the ocean symbolizes life's waves - sometimes you can't tell up from down, but eventually you're going to hit a clear spot and if not at some point the rough part's going to end. Then the bike's going to start - the whole thing might be tough, but the run's there next. When you're struggling with depression, the next day might be tough, the next week might be tough, but eventually you're going to hit a spot that's so cool. The struggle will always be worth it."



BIMINI

MIAMI

SAN DIEGO

SAN FRANCISCO

TRIATHLON ROAD MAP





JUSTIN TRUE

ACCOMPLISHMENTS

Tandem 150 bike ride through the Cascades
Thor-Athlon - Olympic Triathlon carrying 90lbs
Strongest Marathon - Pulling a car 26.2 miles
The Wildest Journey - 29 day, 800km, walk across
Madagascar

ABOUT

Justin loves action sports, adventure sports and extreme sports, which are activities usually involving a high degree of risk. His aim is to create motivation and awareness to those who are in need, with his high level of physical feats. For his noble cause, he has been noticed many times and has hopes to use this recognition, to help people all around the world.

WHY IS THIS UNIQUE?

#1

AN IN-DEPTH LOOK AT ONE MAN'S MENTAL HEALTH AND PERSONAL BATTLES

After nearly losing his mother to a violent stabbing and his older brother to drug addiction, Justin attempted to take his own life - twice - at the age of 18. Surviving the second attempt fundamentally shifted Justin's outlook. He emerged wanting to turn his life around, and to help others who are suffering without hope.

#2

THE SHEER SIZE AND SCALE OF THE GOAL

In May 2022, in honor of Mental Health Awareness Month, hyper athlete Justin True will aim to raise \$15MM by undertaking the longest triathlon in U.S. history: The True Triathlon. A 3,700 mile physical and spiritual journey, Justin will swim 100 miles from the Bahamas to Miami, bike 3,000 miles from there to San Diego, and run 600 miles up the coast of California to San Francisco.

#3

CONNECTING WITH PEOPLE ALONG THE WAY TO SHARE COMMON STRUGGLES

The True Triathlon will serve as both and a platform for discussing mental health and a fundraising catalyst. As he undertakes each leg, well-known athletes, actors, musicians and thought leaders will join Justin for segments, creating space to share their own stories as part of a feature film and a "Be True" social campaign.

THE TRUE TEAM



**MIA
TRAMZ**

Executive Producer

Emmy Award-Winning Producer; spent nearly a decade at TIME overseeing the brand's most ambitious and innovative visual and digital projects



**MICHAEL
FRANZ**

Producer

Emmy Award-Winning Producer with credits on Sports Illustrated, TIME, Microsoft, NBC, and the Olympics



**CHAD
COPELAND**

Studio Executive / DP

Triple Emmy-Winning DP with credits on BBC: Planet Earth, Nat Geo, Discovery, Microsoft, NETFLIX, Amazon Prime, UFC, NBC Sports



**CARRIE
DAVIS**

Executive Director

Senior Marketing executive with extensive, award-winning experience in the travel and adventure industry



**NIK
KLEVEROV**

Director

Primetime - Emmy filmmaker with credits on NETFLIX, repped by Circle of Confusion

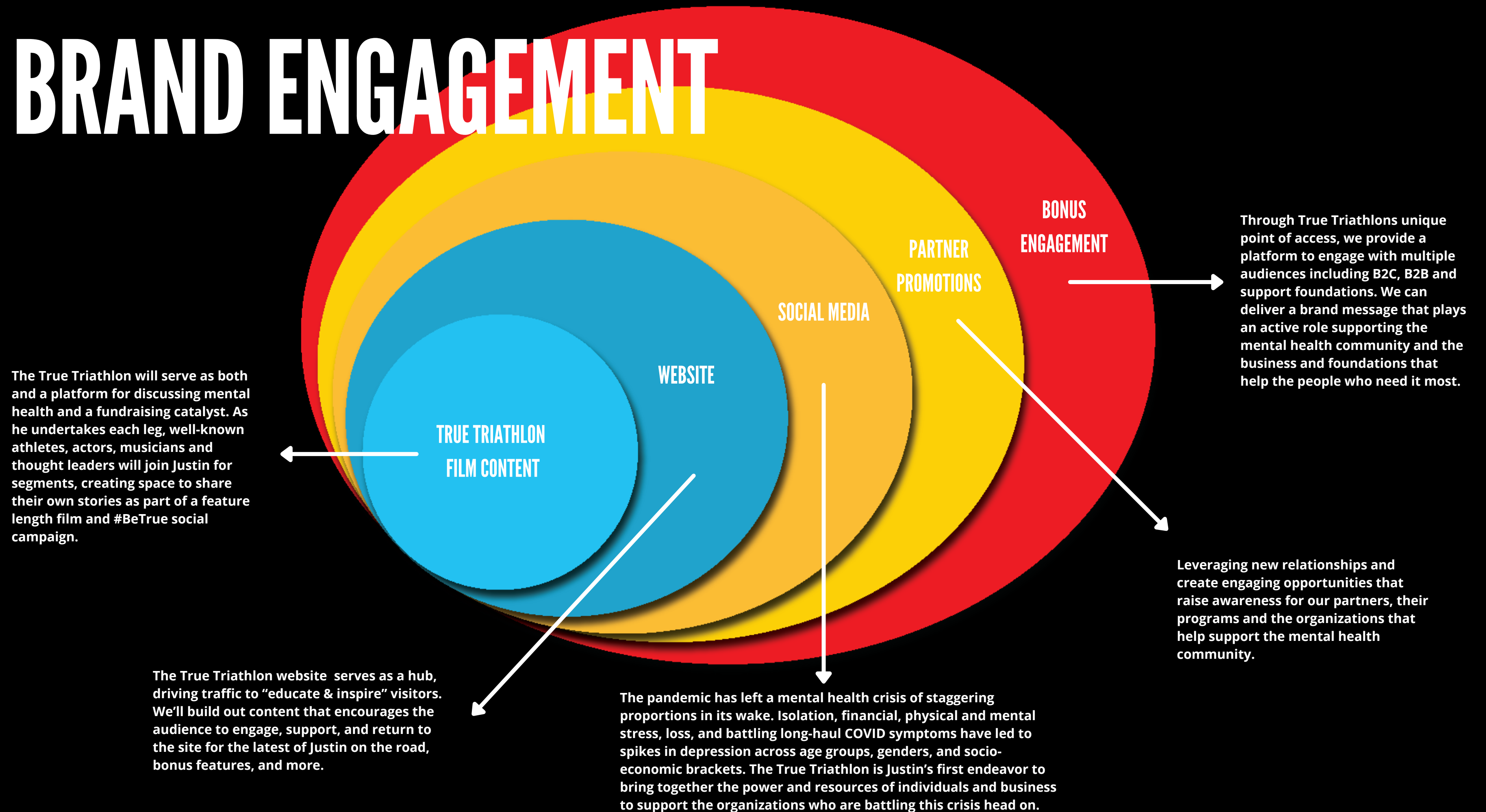


**REBECCA
HUSTON**

Social Media / Marketing

Experienced Social Media and Marketing, professional, Credits on What the Festival, Seattle Yellow Cab

BRAND ENGAGEMENT



SOCIAL MEDIA STRATEGY

60-90 DAYS Prior to Triathlon

- Media outreach (via email & twitter) to editors, websites, local news stations of destination/pass-through cities, triathlon/fitness/mental health bloggers. (Month or two prior to launch.)
- Podcast 1 of 7 will launch

30 DAYS Prior to Triathlon

- Establish recognizable identity/hashtag and interest through teasers with video clips and branded imagery across FB/IG/Twitter/TikTok/YouTube. Video clips/images and training tips will be crafted to highlight individual Justin True partners and sponsors for specific promotional use to their audiences.
- Podcast 2/7 will air
- Explore involvement in Instagram Live events and other Q&A formats
- Establish Substack Newsletter outreach via posts, paid ads, blogger and media mentions
- Rough estimates:
 - 116,500,000 rough estimate paid REACH across Facebook & Instagram utilizing fitness, triathlon, marathon, self care, suicide prevention & related interests - broad targeting on age/demographics - entire US
 - 3.3k - 9.4k daily reach using \$10/day REACH budget (FB, IG & Audience Network partners - YouTube, other websites, ads will be placed in newsfeeds as well as in-stream while viewers are watching videos on platforms)

DURING Triathlon

- Continue consistent posting across all networks utilizing live Stories formats in addition to static posts featuring photo/vid/sponsorship highlight formats
- Podcast 3-5 will air; One after the swim, one during the bike and one during the run
- Participate in online live conversations as time allows; host a Reddit AMA
- Add in Engagement Ads directing people to take an action (click to visit a site such as Justin True's sponsor page) in addition to boosting content for increased exposure
- Rough estimates:
 - 114,200,000 paid reach for ENGAGEMENT ads (driving people to specific URL)
 - 503 - 1.5k daily reach using \$10/day ENGAGEMENT budget across (FB, IG & Audience Network partners - YouTube, other websites) with anticipated engagement of 130-375 clicks/day

POST Triathlon

- Host two podcasts summarizing event and sponsor product performance; extend sponsor product discounts to followers; establish Facebook group for continued coaching, conversation, and sponsor product announcements or discounts



FILM STRATEGY

FILM FESTIVALS

We will be submitting to several film festivals including but not limited to:

SUNDANCE
FILM FESTIVAL

SXSW

TRIBECA
FILM
FESTIVAL

FESTIVAL DE CANNES

AUSTIN
FILM
FESTIVAL

Telluride
Film Festival

ATLANTA
FILM FESTIVAL

The
Chicago
International
Film Festival

NY
FF

THEATRICAL

Featured in select theaters around the U.S.



STREAMING

Featured on select platforms.

HBOMAX peacock

hulu

Paramount+

NETFLIX

Disney+



CONTACT

WEBSITE

<https://thetruetriathlon.com>

EMAIL ADDRESS

franz.mike@gmail.com

PHONE NUMBERS

Michael 503.828.2266