



— THE —

GUNDIES

8TH ANNUAL AWARDS

Venetian Theatre, Las Vegas / January 18, 2027

SPONSORSHIP OPPORTUNITIES

THE EVENT

WHAT ARE THE GUNDIES?

The firearms community's voter-choice awards. Put your brand alongside the creators and community leaders shaping the industry.



OVER 1M VOTES

Votes cast in 2026

200K VIEWERS

2026 livestream viewers



1,000 ATTENDEES

In the room in 2026

2026 winners include Warrior Poet Society, Colion Noir, Administrative Results and Hunter Constantine.

THE TIMELINE

2027 AWARDS SEASON + EVENT SCHEDULE

NOW–OCT. 31, 2026

NOMINATIONS

Recognize community leaders.

DEC. 1–15, 2026

DAILY VOTING

Fans vote for their favorites daily.

MON. JAN. 18, 2027

THE AWARD SHOW

Las Vegas and live on Rumble.

MONDAY, JANUARY 18

ALL TIMES PACIFIC

IN THE THEATRE

Venetian Theatre, Las Vegas

WATCH LIVE

Official livestream partner



5:00 PM Happy Hour / VIP doors

5:30–7:15 PM Red carpet pre-show

BEFORE SHOW Walk the red carpet and network

7:15–8:00 PM Interactive trivia

8:15 PM Awards and live entertainment

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SPONSORSHIP OPPORTUNITIES

YOUR BRAND AT THE GUNDIES

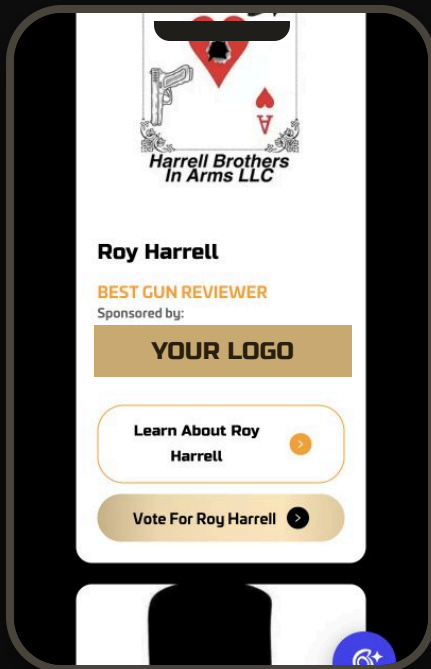
AWARDS SEASON		
Category Sponsorship	05	
\$10,000		
Trophy + Creative Partnership	06	
Inquire		
Nomination Sponsorship	07	
SOLD OUT		
Post-Vote Experience	08	
Starting at \$15,000		
RECEPTION		
Happy Hour Sponsorship	11	
SOLD OUT		
Guest Wristband Sponsorship	11	
SOLD OUT		
Photo Booth Sponsorship	11	
\$7,500		
RED CARPET		
Red Carpet Pre-Show	12	
SOLD OUT		
Pre-Show Commercial Spot	13	
Inquire		
CEREMONY		
Backstage Winner Interviews	12	
\$10,000		
Ceremony Commercial Spot	13	
Inquire		
Stage Presentation	13	
\$10,000 per slot · 1 of 2 left		
LIVESTREAM		
Interactive Livestream	09	
Starting at \$15,000		
Trivia Round	10	
\$3,000 per round		

Title and Rumble livestream are **SOLD OUT**. Sold offers are marked in red. Stage presentation: 1 of 2 slots left.

CATEGORY SPONSORSHIP

Own 1 category. Present its trophy on stage to the winner.

ON THE VOTING SITE



Live 2026 nominee page; logo placement illustrated.
Final 2027 ballot is in development.

ON STAGE + ON RUMBLE



Your branded Top 5 video plays during the show; winner assets carry your brand.

2026 replay still

THROUGHOUT THE VENUE



Your 30-second commercial loops on venue displays.

2026 venue photo; ad placement shown as an example

5 VIP tickets included. Your category appears through December voting and the January 18 show.

TROPHY + CREATIVE PARTNERSHIP

Your product becomes part of the Gundie itself.



A DESIGN SEEN ACROSS THE AWARDS

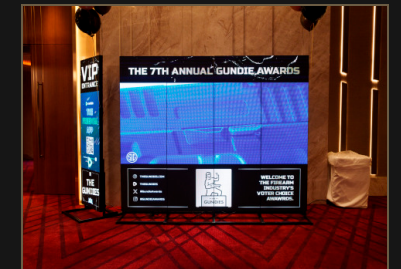
Your brand shapes the trophy and the Gundie character used in category videos, livestream graphics and venue displays. **Every winner takes that trophy home.**



Trophy character



Category videos



Show visuals

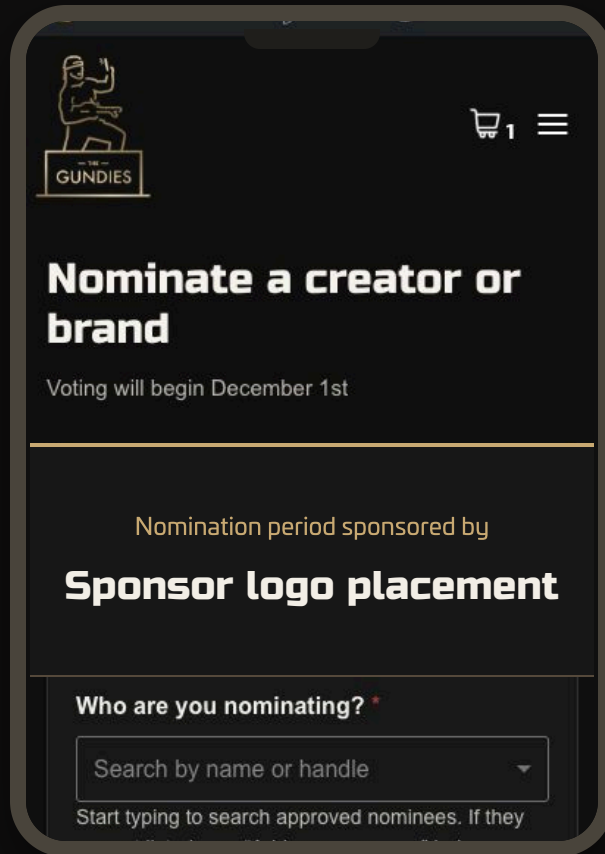
Across 19 award categories. Includes a trophy for your team, a creation film and winner awards shipped in branded cases.

AWARDS SEASON · NOW THROUGH OCTOBER 31

SOLD OUT

NOMINATION SPONSORSHIP

Own the nomination period while fans put creators forward.



The screenshot shows a mobile app interface for the 'GUNDIES' nomination period. At the top left is the 'GUNDIES' logo featuring a stylized figure. To its right are a shopping cart icon with '1' and a menu icon. The main heading is 'Nominate a creator or brand' in bold. Below it, a smaller line of text says 'Voting will begin December 1st'. A horizontal line separates this from a section titled 'Nomination period sponsored by' followed by 'Sponsor logo placement' in bold. At the bottom, there is a section titled 'Who are you nominating? *' which contains a search bar with the placeholder text 'Search by name or handle' and a dropdown arrow. Below the search bar, a small line of text reads 'Start typing to search approved nominees. If they'.

YOUR BRAND ABOVE THE NOMINATION FORM

The live 2027 form shows the sponsorship before fans search for a creator or choose a category.

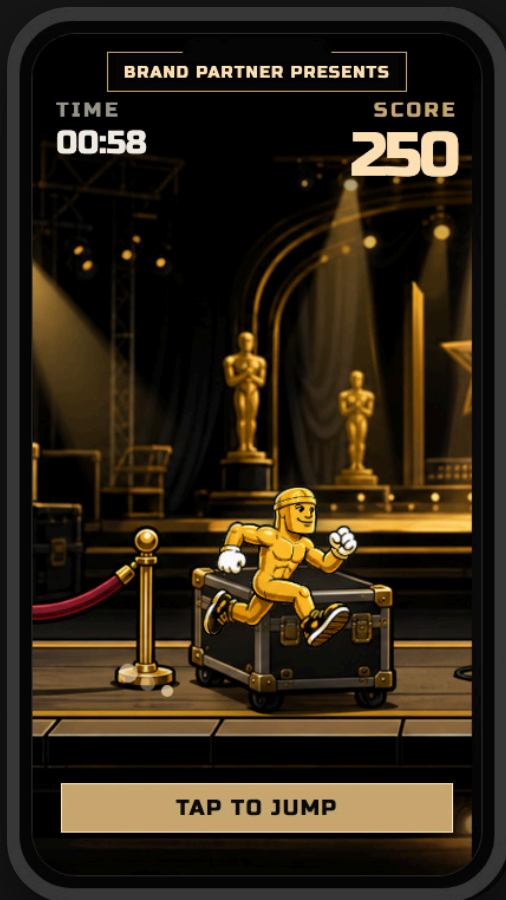
YOUR NAME IN THE CONFIRMATION EMAIL

Each nomination confirmation can include a link to your site or a discount code.

Live page captured September 24, 2026. Sponsor identity hidden; placement indicated.

INTERACTIVE DIGITAL EXPERIENCES

Voters finish their ballot, then play a game built around your brand.



Concept shown.
The finished game
is reskinned to
your brand.

- 1 VOTE, THEN GET INVITED TO PLAY**
Voters finish their daily ballot before entering your game.
- 2 BUILD IT WITH US**
Choose an existing concept; we adapt its look and challenge with your team. A custom build is quoted separately.
- 3 SCORE, THEN CLAIM YOUR OFFER**
Players enter contact details to claim your discount or prize, then follow your store link. Sponsor follow-up requires a separate opt-in.

EXPLORE THE INTERACTIVE GAME GALLERY



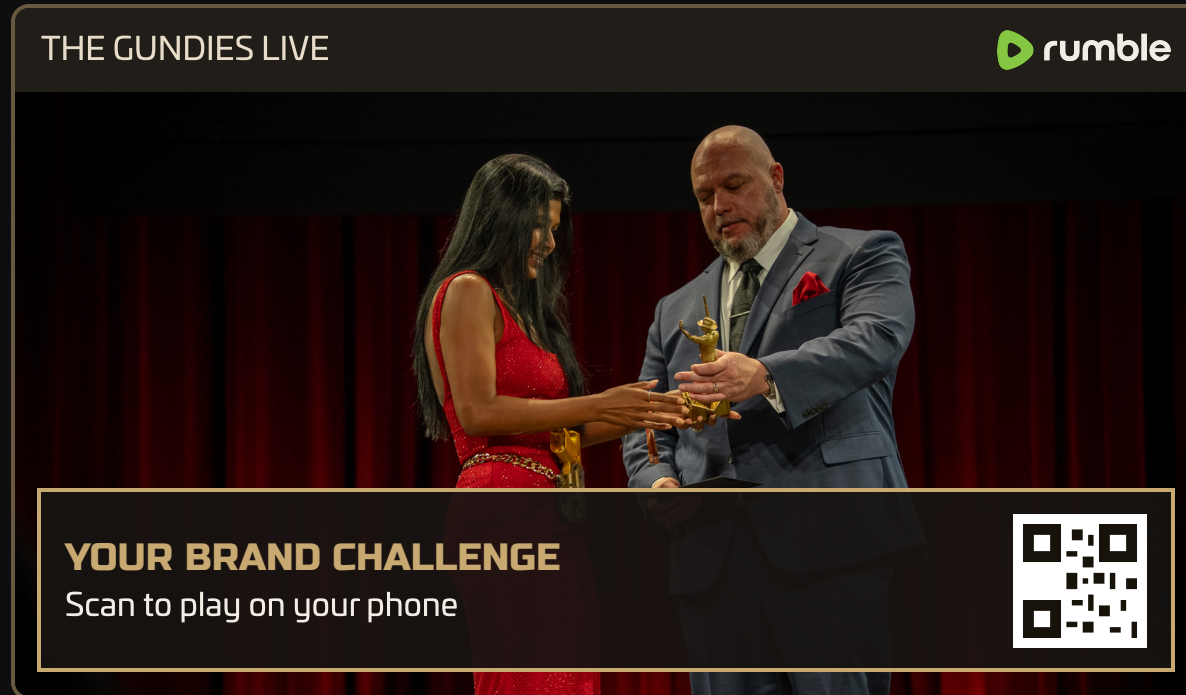
3 plays per voter per day. Playing does not add votes. The sponsor chooses the reward.

CEREMONY + LIVESTREAM · JANUARY 18

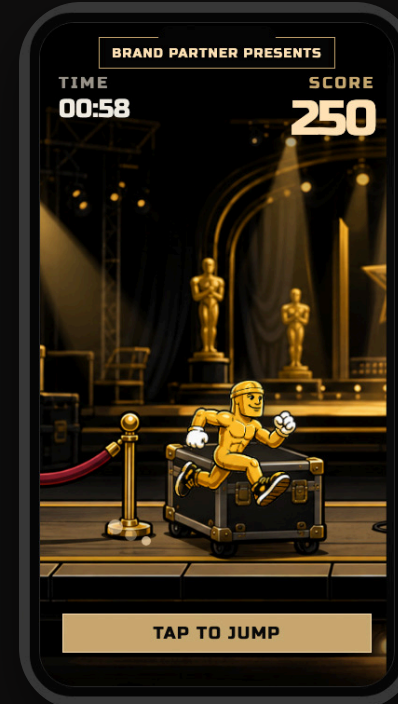
INTERACTIVE LIVESTREAM SPONSORSHIP

STARTING AT
\$15,000

Invite Rumble viewers into a branded challenge while they watch live.



1 · SCAN FROM THE BROADCAST



2 · PLAY ON YOUR PHONE

3 · CLAIM YOUR OFFER

Sample sponsor reward

15% off

Score-based discount or
prize

GET MY CODE

A reason to visit your store after
the game.

Illustrative QR overlay, host callouts and pinned chat links invite viewers in. Broadcast integration is a concept pending testing. [Explore game formats ↗](#)

SPONSOR A TRIVIA ROUND

\$3,000
PER ROUND

1 of 5 sponsored rounds in the 45-minute livestream program.



YOUR ROUND INCLUDES

- Your brand introduces the round.
- Your logo beside the host and on players' phones.
- Branding on questions and results.
- Your prize or offer mentioned.

YOUR BRAND ON BOTH SCREENS

CONNECT WITH GUESTS IN THE VENUE

HAPPY HOUR SPONSORSHIP

SOLD OUT



- Happy Hour naming, food and hospitality.
- Branded cups, napkins and a signature drink.
- Your assets and commercial on lobby screens.

GUEST WRISTBAND SPONSORSHIP

SOLD OUT



Your logo on the wristband guests wear all evening.

PHOTO BOOTH SPONSORSHIP

\$7,500



Branded photos, a shareable image and an on-site print.

YOUR BRAND IN THE INTERVIEWS

RED CARPET PRE-SHOW

SOLD OUT



- Live on Rumble with your set and digital branding.
- Featured interview and host callouts.
- 2 designated 30-second ad slots.
- Short-form content throughout the year.

BACKSTAGE WINNERS

\$10,000



- Branded interview set and verbal callouts.
- Interviewer and production included.
- Short-form posts after the show.
- Invitation to collaborate on social posts.

Sponsors may repost delivered clips organically.

YOUR MESSAGE IN THE BROADCAST

Your 30-second spot plays within the live Gundies show on Rumble.



COMMERCIAL SPOTS

Inquire

THE GUNDIES LIVE ON **RUMBLE** · COMMERCIAL BREAK



Pre-show: 30-second ad slots during the pre-show.

Ceremony: 30-second ad slots during the ceremony. Limited spots available.

STAGE PRESENTATION

\$10,000



2 minutes to address the room and Rumble audience.
Plus 1 minute for a video you provide.

1 SLOT SOLD · 1 OF 2 LEFT

Sponsors provide their commercial and presentation video assets.

OUR WHY

PUT YOUR BRAND AT THE HEART OF THE GUNDIES



**PROUD PARTNER
OF SOWW**



Supporting those who served.



THE GUNDIES

**CHOOSE YOUR SPONSORSHIP
OR AWARD CATEGORY.**

team@thegundies.com