



STAND UP SEND IT

Comedy Meets Fear. **Adventure Meets the Mic.**

Created & Hosted by Eddie Ifft

The Hook

“Public speaking is the #1 fear. Death is #2. That means most people would rather be in the coffin than giving the eulogy.”

— Jerry Seinfeld.



Stand Up & Send It Brings Together the Two Scariest Arenas:

- **Action Sports:** conquering mountains, waves, rapids.
- **Stand-up Comedy:** conquering the mic.

What Happens When World-Class Athletes Step Off Their Skis/Surfboards/Bikes and Onto a Stage?



The Concept

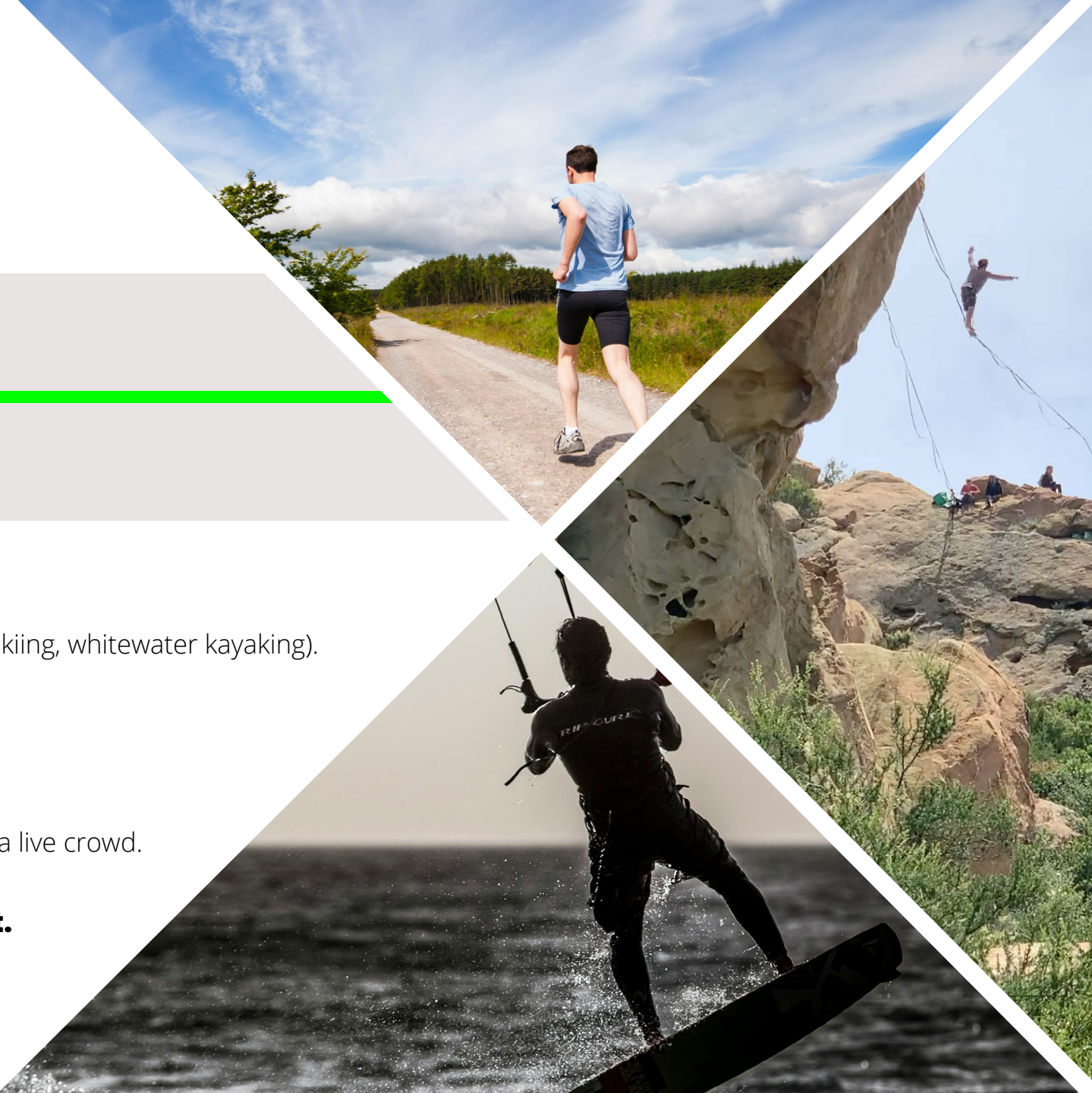
Each Episode

- Eddie dives into an athlete's world (big-wave surfing, freestyle skiing, whitewater kayaking).
- The athlete trains with Eddie to perform stand-up comedy.
- Both step far outside their comfort zones.

Finale

Athlete faces their biggest fear — the comedy stage — in front of a live crowd.

Fear + Humor + Adrenaline = Universal Entertainment.



Episode **Structure**

Cold Open

Meet the athlete, tease their challenge.

Day of Action

Eddie trains with them in their element.
(Fish-out-of-water comedy + epic visuals.)

Comedy Bootcamp

Athlete learns joke writing, timing, stage presence.

Moment of Truth

Live comedy set at a packed club.

Aftermath

Audience reactions, reflections, and payoff.

Every episode has a beginning, middle, and end — with tension, humor, and a big release.

Tone and Feel

Authentic

Real athletes, real comedy, real stakes.

Funny + Heartfelt

Audiences connect with vulnerability, laugh at the wipeouts (on stage and off).

Inspirational

Shows fear can be faced — with courage and laughter.

High Energy

Fast-paced, social-media-friendly clips.



Proof of **Concept**

Tested at GoPro Mountain Games

- Eddie coached a kayaker, mountain biker, and stuntman to perform comedy.
- Packed house, massive laughs, crossover appeal.



**Proved: Comedy + Adventure
= Audience Gold.**



Target **Audience**

Action Sports Fans

Loyal, global, digitally native.

Comedy Fans

Passionate, viral content sharers.

18-45 Core Demo with Major Overlap.

Distribution **Plan**

01

Season 1 (YouTube First):

- 8–10 episodes, 15–20 minutes each.
- Optimized for Shorts/Reels/TikTok breakout clips.

02

Scalability

Live crossover events (X Games, GoPro Games, comedy festivals).

03

Future

Expansion to Netflix/Amazon/streaming, branded mini-series, international formats.



**STAND UP
& SEND IT**

Brand & Venue **Integration**

On Location Activations:

- Product sampling (energy drinks, outdoor gear).
- Branded athlete challenges.
- VIP “Day + Night” fan packages (train with the athletes by day, comedy by night).

Digital Engagement:

- Sponsored reels and shorts.
- POV athlete footage with sponsor gear.
- Cross-promotion with athlete & comedian socials.

This Isn't Just Logo Placement — It's Immersive Brand Storytelling



Expansion **Potential**

Global Reach

Skiing in Switzerland, surfing
Tahiti, biking Whistler.

Future Themes

Celebrity guests, cultural
crossovers, festival circuits.

New Seasons

Different fears, different athletes.

High Energy

Fast overs, festival circuits.

THE ASK



We're Seeking Partners to Bring Stand Up & Send It to Scale:

- Distribution partners (YouTube, streamers, festivals).
- Brand sponsors (outdoor, lifestyle, tech, beverage).
- Venue collaborators (comedy clubs, mountain games, action festivals).





Join us to launch the first show where athletes and comedians trade fears — and audiences win with laughter and adrenaline.



Stand Up & Send It
Fear. Laughter. Adrenaline.

Eddie Ifft
Eddieiff@yahoo.com
917-826-5800