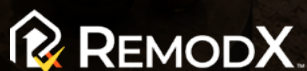


MISSION HILLS COUNTRY CLUB • RANCHO MIRAGE, CALIFORNIA

BACK NINE

*A whole-home transformation, documented from day one —
with category-exclusive sponsorship built in.*

ANDY & PAULA GIBBS



Sponsor Brief • Inquiries: andy@remodx.com

Back Nine™ is an independent project. Mission Hills Country Club is a private club and is not affiliated with, a sponsor of, or an endorser of this project. Property location referenced for identification only.

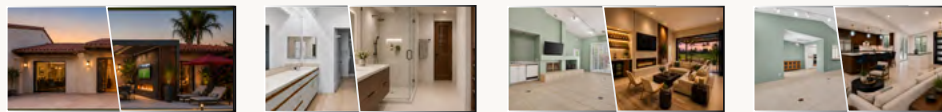
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The Opportunity

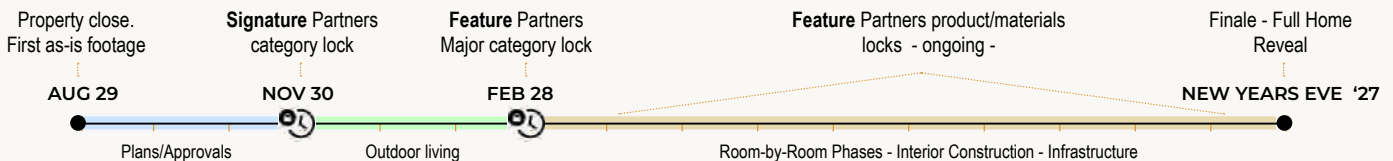
Back Nine™ is inviting a select group of building-product, appliance, and home-technology brands to sponsor a complete home transformation at Mission Hills Country Club — filmed from day one and published as an ongoing series of videos, social content, and written features, culminating in a post-completion edited series reviewing the entire build.

The ask is simple: provide your product for the build — with an optional cash component — in exchange for exclusive ownership of your category across the entire project.

Exclusivity means exactly this: one brand per category. From sign-on, no competing brand appears anywhere in Back Nine™ — not in any video, social post, article, or image, on any platform — through the December 2027 finale, and beyond where that content continues to live. Your product is promoted throughout the build wherever it is discussed, used, or placed. Your category belongs to you for the life of the project.



Envisioned renderings shown. Final design, materials, and sponsor products subject to design development, plan approvals, and change.



PARTNERSHIP LEVELS

[S] SIGNATURE PARTNERS own a unique category that runs the length of the build — e.g.: tools from demolition through punch list, cabinetry across every room, plumbing wherever water runs, flooring underfoot throughout. Continuous presence, the most Back Nine™ offers.

[F] FEATURE PARTNERS own a category that lives in one space — the pergola, the water feature, the kitchen appliance suite, the garage organization system. Documented in full wherever it appears: selection, install, reveal. **NOTE: Feature Partners proposing specialty products** — wall treatments, smart home systems, art, specialty tools/materials, furnishings — are evaluated on project fit.

◆ **PROJECT UNDERWRITERS** — cash partners earn **project association** without providing construction products or services. Sector-exclusive (real estate, automotive, major retailers). (See Project Underwriters, [page 5](#))

All are category-exclusive — one brand, no competitor, for the life of the project. A single room holds many categories; each partner owns one, none overlap.

What you receive: your product selected, installed, and field-tested on camera by an architectural engineer with 50 years of hands-on experience — and full rights to reshare that content across your own channels.

This is product-partnership cost, not media-buy cost — sole ownership of your category in a documented story before it scales.

Every category. One brand. No exceptions.

The Project

Mission Hills Country Club • 4,700 sq ft total • 2,024 sq ft interior • Every room • Every surface • Every system



Products, fixtures, and finishes depicted in renderings are illustrative placeholders only and do not represent selected products, existing partnerships, or any brand affiliation.

OPEN CATEGORY PARTNERSHIPS

STRUCTURE & SYSTEMS

Building Materials [S]
Roofing [S]
Insulation & Envelope [S]
HVAC & Climate Equipment [S]
Water Heating / Tankless [S]
Whole-House Water Filtration [S]
Solar & Battery Backup [S]
Plumbing Fixtures [S]
Power & Construction Tools [S]
EV Charging [F]

SURFACES & FINISHES

Flooring - Tile & Hard Surface [S/F]
Countertops & Stone Surface [S/F]
Cabinetry [S]
Paint & Finishes [S]
Wall Treatments [S/F]
Doors & Hardware [S]
Windows & Window-Walls [S/F]
Garage Flooring & Coatings [F]

OUTDOOR & LANDSCAPE

Outdoor Kitchen & BBQ [F]
Pergola & Shade [F]
Pool / Plunge Pool [F]
Water Features [F]
Patio Fire Features [F]
Outdoor Heating & Misting [F]
Landscape & Hardscape [F]
Artificial Turf [F]
Outdoor Furniture [F]
Garage / Shop Organization [F]

KITCHEN & BATH

Kitchen Appliances [F]
Wet Bar & Wine [F]
Closet Systems [F]
Fireplace Features [F]

SMART HOME & AV

Whole-Home Automation Hub [S]
Lighting Control [S/F]
Motorized Shades & Coverings [F]
Climate & Thermostats [F]
Home Theater & AV [F]
Audio [F]
Security & Cameras [F]

PROJECT UNDERWRITERS

Sector-exclusive • Cash in lieu

Automotive • Real Estate
Major Retail • Financial Services
Insurance • Others by inquiry

FURNISHINGS & DESIGN

Interior Design Services [S]
Decor & Styling [S]
Furniture [F]
Art & Sculpture [F]

[S] Signature • [F] Feature • [S/F] either — final tier defined per agreement.
◆ Project Underwriters provide cash without construction products or services.

The Value



WHAT THIS WOULD COST YOU ANYWHERE ELSE

Set audience aside for a moment.

Look at what you already pay to produce and place a single branded content shoot — crew, direction, product styling, one day on location — runs \$15,000 to \$40,000 and yields a handful of assets. A single full-page insertion in a national shelter magazine is publicly estimated between \$70,000 and \$350,000 depending on circulation: one month, one impression, nothing you keep. A mid-size trade show booth runs well into six figures once build-out, freight, staffing, and travel are counted — for four days on a convention floor.

Now run those against your own line items. Take what you budgeted this year for branded content, a trade show, or one national insertion. Ask what that spend produced that you still own — and whether any of it locked out a competitor.

WHAT YOU ACTUALLY RECEIVE

- Your product / service specified, installed, and field-tested on camera by an architectural engineer with fifty years of construction experience
- Video, photography, and written documentation across every phase your category appears in
- Full rights to reshare all of it across your own channels
- Eligible for inclusion in earned-media coverage
- And the one thing no media buy can sell you: your competitor does not exist here.

PRESENCE. EXCLUSIVITY. DURABILITY.

Presence — your product is promoted wherever it is discussed, used, or placed, across the phases your category touches, and in the post-completion series reviewing the entire build.

Exclusivity — absolute. From sign-on through the New Years Eve, 2027 reveal, no competing brand appears anywhere in Back Nine™.

Durability — the content doesn't expire when the build does. Every video, article, and image lives at remodx.com/backnine as a permanent, searchable library — indexed, linked, and referenced well beyond completion. Publishing continues into 2028: deeper dives, project outtakes, and the lessons that only surface after a house is lived in. A magazine page is recycled in thirty days. This keeps working.

WHERE IT PUBLISHES

Back Nine™ content will publish across YouTube, Pinterest, RemodX.com, email, and LinkedIn, with active earned-media outreach to design, shelter, business, and real-estate press. Every phase produces video, stills, and written coverage. Audience targets and channel detail are included in the prospectus.

Back Nine™ launches as a new property. Its audience is being built alongside the house. Partners are not buying an existing audience — they are buying category-exclusive ownership of a documented story before it scales, at product-partnership cost.

You cannot purchase category exclusivity from a magazine, a network, or a creator. It is not on any rate card in your industry. It exists here because this is one house, one build, and one person deciding what goes in it.

The Partnership

HOW PARTNERSHIP WORKS

Three ways to contribute, one standard for placement:

- Product — provide your product for the build. Selected, installed, field-verified on camera.
- Product + Cash — provide product plus a cash component supporting production and reach.
- Cash — Project Underwriters — sector-exclusive positions in categories like real estate, automotive, and major retail. Project association without providing construction products or services.

Product partnerships are category-exclusive; Project Underwriters are sector-exclusive. Terms defined in each agreement.

BUILT AROUND YOUR MARKETING OBJECTIVES

No agency layer. No network. No production committee. You work directly with the person who designs the project, selects the products, and controls the schedule — decisions get made in the conversation, not routed for approval.

Want something built for you? A dedicated episode arc, a product-testing segment, co-branded content for your channels, a head-to-head field comparison. Tell us the visibility you're after and we'll build toward it.

WHAT EARNS PLACEMENT

Products are selected on professional merit — the standard that has governed five decades of construction. A partnership opens the conversation; merit determines placement.

DISCLOSURE STANDARDS

Back Nine™ operates in full compliance with FTC endorsement guidelines — every video, article, and post featuring a partner's product carries clear and conspicuous disclosure. RemodX advisory content remains entirely separate: no sponsorships, no affiliate revenue, no product placement.

WHO BUILDS IT

ARCHITECTURAL ENGINEER. BUILDER. PROBLEM SOLVER.

50 years of hands-on engineering and construction experience. 40+ patents. An obsession with doing it right.

On Back Nine™, Andy is owner, architect, engineer, designer, and general contractor — writing the specs, budgeting, securing HOA and city approvals, making the structural calls, and directing every trade. This is not a project built to sell. Andy and Paula are building the home they intend to live in — every inch planned with purpose. The person who selects your product stakes his standard on the result.

Andy holds a Bachelor's in Architectural Engineering, Master's in Marketing and Business Administration, and was EVP of Business Development for a Masco division. He authored new building standards codified in the National Fire Code. He structured national co-branding partnerships between Hertz and Samsonite, and between Chrysler-Jeep and the U.S. Olympic Ski Team. Full career detail on [LinkedIn](#).

Track record: two prior owner-occupied, premium whole-house renovations, completed and lived in throughout — publicly verifiable. (Redfin links on request.)

REQUEST THE PROSPECTUS

Full category detail, contribution levels, and phase-specific opportunities – not published – are sent directly. **Request your prospectus today.** Email Andy at andy@remodx.com — response within 48 hours.

Whole-house and Phase One categories lock November 30, 2026.