



A NEW YORK STORY

CHRISTINA & GOLIATH

THE BATTLE ON WALL STREET

Bullied by corporate Wall Street, a woman seeks vengeance as she walks alone into the financial battlefield ruled by trillion-dollar corporations to build her very own investment advisory firm from absolute ground zero in New York City—and takes on the very corporations that tried to break her.

CHRISTINA FAITH

RATED TV-PG • AIRING MAY 2027

CHRISTINA & *GOLIATH*

THE BATTLE ON WALL STREET

Unscripted Reality Television Series

IN THE TRADITION OF: OWNING MANHATTAN (NETFLIX) · SELLING SUNSET · WALL STREET

\$3.03 CPM VS. \$20–\$40 NETWORK TV	1.56M SEASON ONE POTENTIAL HOUSEHOLD REACH	3X–6X ESTIMATED AD VALUE VS. PRICE PAID	\$75K+ HOUSEHOLD INCOME OF CORE AUDIENCE
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Christina & Goliath: The Battle on Wall Street follows a woman on Wall Street — as she walks straight into a financial battlefield ruled by trillion-dollar giants (Morgan Stanley, Goldman Sachs, Merrill Lynch) and builds Mikhael Paul Wealth Management from absolute ground zero in New York City.

No inherited power. No privileged access. No institutional safety net. Just grit, conviction, and relentless pressure — captured in real time across 12 electrifying episodes filmed at the heart of Manhattan's financial district. Season One follows Christina as she races to build a team, close clients, and forge partnerships — all while growing a financial empire against some of the most powerful institutions in the world.

◆ DISTRIBUTION — FOUR-PHASE NATIONAL ROLLOUT

CONFIRMED PHASE 1 · LILLY BROADCASTING 14 Stations · 6 Markets · 1.5M+ Households U.S. & Caribbean	TARGET PHASE 2 · ALLEN MEDIA GROUP 28 Stations · 21 Markets National syndication · The Grio · Local Now	TARGET PHASE 3 · GRAY MEDIA 113 markets · 36 states · 50M+ households	TARGET PHASE 4 · NEXSTAR + SINCLAIR 200+ stations · 116 markets · 220M people
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◆ THE SHOW

Format

12 episodes, 30 minutes each

Tone

High-stakes, cinematic verité — real meetings, real negotiations, real deals. No staged sit-down interviews.

Setting

Manhattan's financial district — real offices, real clients, real deals.

◆ THE FOUNDER

C hristina Faith

Christina Faith, a ten-year Wall Street veteran, decides to build her own investment advisory firm from the ground up after years of working for some of the largest investment firms in the world.

But getting to the top hasn't been easy.

From having her book of business sabotaged by men, to having her contract hidden and withheld from her, to repeatedly going toe-to-toe with powerful men to defend herself and fight for what she knows is right — Christina has been forced to fight for every inch of the territory she's earned.

They didn't want to give her a piece of the pie — so she decided to build her own bakery.

Fearless, relentless, and unwilling to be intimidated, Christina is building her very own investment empire — going head-to-head with the very corporations and institutions that once tried to hold her back.

They underestimated her. They bullied her. They tried to shut her out.

Now, she's building her own table. It's payback time.

◆ A TYPICAL EPISODE — SCENE BREAKDOWN

1

Cold Open

A deal, a pitch, or a crisis in progress

2

The Stakes

What Christina is up against this week: a competitor win, a lost client, a market shift

3

The Build

Client meetings, recruiting, negotiations — where sponsor product integration lives

4

The Pressure Point

Conflict, setback, or a high-stakes decision

5

The Close

Win, loss, or cliffhanger into next episode

6

The Tag

A brand-integrated moment (office, seminar, client dinner) reserved for Tier II/III sponsors

◆ SPONSORSHIP PACKAGES

TIER I

OFFICIAL PROMO SPONSOR

\$5,000/ep

Full Season: \$60,000

- Verbal + visual sponsor tag in broadcast promos
- 10x weekly 10-sec promos, M–F 5a–12a
- Brand integrated into show content where applicable
- Digital tie-in: YouTube, FB, IG, LinkedIn
- Full season: industry exclusivity

MOST POPULAR

TIER II

FEATURED SPONSOR

\$7,000/ep

Full Season: \$84,000

- Named title credit, every episode
- Custom 15-sec commercial produced for your brand
- Product used on camera within show content
- Logo in credits + on-location brand visuals
- Full season: industry exclusivity

TIER III

EXECUTIVE SPONSOR

\$10,000/ep

Full Season: \$120,000

- "Executive Sponsor" title card, every episode
- Custom 30-sec commercial + on-set cameo
- Brand actively used on camera by the team
- Logo in credits, press releases, and trailers
- Full season: industry exclusivity

◆ WHY THIS FITS YOUR CATEGORY

INSURANCE

Sellers are invited into the office to pitch their products directly to Mikhael Paul's advisors and Christina, on camera.

BANKING & FINTECH

Sellers are invited into the office to pitch their products directly to Mikhael Paul's advisors and Christina, on camera.

MUTUAL FUNDS

Sellers are invited into the office to pitch their products directly to Mikhael Paul's advisors and Christina, on camera.

REAL ESTATE

Christina meets with realtors for commercial and residential properties.

FOOD & BEVERAGE

Christina and staff eat and consume products on camera.

APPAREL / CLOTHING

Christina is styled on camera every episode across boardroom and client moments.

