

Custom Upfits: Fabricating Positive Social Change

WEST SACRAMENTO, CALIFORNIA, UNITED STATES, September 11, 2014 /EINPresswire.com/ -- Custom Upfits is an experienced custom fabrication shop. Todd Ford has created Custom Upfits using a staff filled with people who have capitalized on a second chance in life. It is this focus on high quality custom work along with an aim to improve society that shapes the identity of Custom Upfits. The team at Custom Upfits has recognized that their unique story can fit a market niche as a reality television show. The show, titled "[Custom Upfits: One for the Road](#)", is intended to showcase innovative work and positive drama. This would be a welcome change to the reality television show format which is usually quite negative.

Never a business to back down from a challenge, Custom Upfits takes on one of a kind builds every day. Custom Upfits is one of the leading providers of mobile wheel repair units to United States alloy rim repair start-ups and existing wheel service shops. Custom Upfits also specializes in customized lighting for shops, auto repair or detailing in addition to precision plasma cut signs. There are many photos available in the gallery at

www.customupfits.com which stand as a testament to their expertise.

The proposed television show is based on the creation and donation of a turnkey business. The television show would begin with a talk about the design and function of the trailer with the eventual business operator. As the trailer is being built all of the other business formalities would be planned. This would be followed by a complete business creation from scratch including a business name, logo, website and marketing campaign. As a heavily community involved business, Custom Upfits would take the impactful step of giving these trailers and business opportunities to veterans. The process would be so thorough that by the end of the show the selected veteran would be ready to run a successful new business. The show would culminate in revealing the brand new business specific mobile trailer.



The proposed television show pilot will revolve around the construction of a mobile trailer video game turnkey business. This business, and all other businesses, will be given to a veteran. Other concepts using the same business model would follow. In regard to the mobile video game business, Custom Upfits is the mother business of We Got Gamez (www.wegotgamez.com). We Got Gamez is the only console LAN center on wheels in the world. Mobile gaming leverages the popularity of video games, particularly multiplayer games. 97 percent of all children over the age of eight play video games. The gaming industry is growing rapidly, it is highly lucrative and it is a relatively low cost business. For customers the concept makes for a fun way to enjoy a birthday party, block party or team event.

Funders can do their part to support Custom Upfits ambitious objectives of producing their television show by visiting their [Kickstarter crowdfunding page](#). The crowdfunding campaign runs until September 25th. Those who make a pledge are eligible for a series of rewards:

- \$1 – Eternal gratitude and the knowledge that you are responsible for helping a vet get back on his feet
- \$10 – Social media shout out
- \$15 – E-mailed photos of progress and social media shout out
- \$30 – Thank you e-mail, progress photos, access to blog and social media shout out
- \$50 – One for the Road small metal plaque and \$30 level rewards
- \$100 – One for the Road tee shirt and personalized thank you note and \$30 level rewards
- \$200 – Invitation to Kickstarter Appreciation BBQ and \$30 level rewards
- \$500 – Promotional swag bag, name on credits and name in trailer wrap
- \$1,000 – Name on gaming seat and \$500 level rewards
- \$5,000 – Sponsor a gaming station. This puts your name on the wall above the gaming station and the profile assigned to the station. \$500 level rewards are also included.

Everyone should take the time to look at the [crowdfunding page](#) as well as the Custom Upfits website to see the quality of the work being done. In addition it is important to note that every donation counts when it comes to improving the life of a veteran. Funders are also encouraged to take to their favorite social media outlets to tell their friends and family about this important initiative.

About:

Custom Upfits (www.customupfits.com) was created by Todd Ford and operates as a multifaceted fabrication company. Their proposal for a television show called “Custom Upfits: One for the Road” is the basis of a current Kickstarter campaign.

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