

## **Beyond The Game More Stories**

### **Sponsorship Prospectus Package Opportunities**

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## **INTRODUCTION:**

*Beyond The Game* started with the publishing of the book, which explores how sports teach life lessons through Duane Lightfoot, Jr.'s personal journey, from his introduction to sports, through college, the NBA Draft process, and being drafted in the professional Slamball League. The book told his story. The podcast opens the door for others to tell theirs. We believe every person has a story worth sharing and we exist to connect voices with the people who need to hear them most.

At *Beyond The Game More Stories*, we believe in the power of teaching through storytelling that highlights powerful, first-hand stories about how sports shape lives beyond competition. Through podcasts, video content, and community engagement, we connect brands with an audience that values authenticity, growth, and impact. Guests will include athletes from middle school through college, current and former professional athletes, trainers, college and professional scouts, sports agents, NIL advisors, parents, college TV analysts, and coaches at every level, including nearly 15 Division I coaches. Some guests may be names you don't recognize—but their stories will leave an impact.

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## **WHY PARTNER WITH US?**

- Authentic, story-driven content
- Engaged sports and lifestyle audience
- Multi-platform exposure (podcast, video, social, web)
- Meaningful brand alignment with purpose-driven content

## **Audience Snapshot**

The *Beyond The Game More Stories* audience is:

- Action-oriented and purposeful — they seek narrative and insight, not just entertainment
- Influencers in their communities — coaches, parents, mentors, and young athletes
- High engagement — frequent interactions, sharing, and return listening
- Sponsor-friendly — open to brands that stand for growth, grit, and authenticity

*Beyond The Game More Stories* attracts listeners who connect with sports on a deeper level—not just as fans, but as people shaped by the game. Our most targeted audience segments are:

- Current & former athletes (youth, high school, college, pro)
- Coaches, trainers, and sports professionals
- Parents of athletes
- Sports-minded professionals and leaders
- Listeners interested in personal growth, mindset, and resilience

## Expected Listener Behavior (These are strategy related goals we are setting)

- **60%** listen to most or all of each episode, which is why we keep episodes under 30 minutes
- **35%** follow the show on social media
- **30%** of followers engage by sharing, commenting, or submitting listener questions
- **50%** describe themselves as “loyal listeners” in surveys (submitted at a later date)

## Estimated Listener Reach (First Year, 20 – 30 episodes)

Metric (values below are estimates)

- Total Views (First Year): 8,000+
- Average views per episode: 250 - 450
- Monthly unique listeners: ~300
- Weekly reach: ~800 – 1,000

*These figures reflect early traction and consistent engagement from a loyal audience*

## Expected Estimated Listener Demographics

### Age

- Under 18: 20%
- 18–24: 12%
- 25–34: 12%
- 35–44: 16%
- 45–54: 20%
- 55+: 20%

### Gender

- Male: 59%
- Female: 30%
- Non-binary/Other: 1%

### Location

- Southeast, United States: 50%
- Midwest, United States: 41%
- West, United States: 5%
- Southwest, United States: 2%
- Northeast, United States: 2%

### Education

- Less than High School: 24%
- High school: 15%
- Some college: 23%
- College degree: 28%
- Graduate degree: 10%

### Interests (Audience can have more than one interest)

- Sports & fitness: 78%
- Personal development: 64%
- Mental toughness / resilience: 50%
- Coaching / leadership: 42%
- Entrepreneurship / lifestyle: 35%

## **Sponsorship Options Includes:**

### **Core Components**

- Ad Type: Host-read (most authentic) or pre-recorded (dynamic insertion) “Presented by” verbal mention pre-roll (beginning) on one podcast episodes (Recurring upon availability. After each presentation will return to end rotation before coming back around. **This is subject to change with 30-day notice**)
- Ad Type: Featured sponsor mention in episode descriptions and show notes
- Deliverables: Clickable logo placement on Beyond The Game More Stories website (homepage)
- Deliverables: Dedicated sponsorship unveiling social media post on Instagram and Facebook (including logo)
- Ad Placements: Sponsor logo on banner ad at post-roll (end) of every episode
- Ad Placements: Sponsor logo included on most print media promotional materials, including newsletter
- Ad Placements: Sponsor logo included on specific digital media promotional materials
- Ad Placements: Option for a sponsored dedicated segments or interview, ad reads, content subject to editorial approval (not available currently)
- Audience Data: Monthly listeners, demographics (age, location, interests) to prove audience value.

**Packages are subject to change based on availability**

## **Become a sponsor and make an impact beyond the game.**

If you are interested in partnering with BTGMS or want to know more about our sponsorship packages, please call us at 407.625.6272 or email us directly at [Sponsorship@BTGMS.com](mailto:Sponsorship@BTGMS.com).

### **LET'S BUILD SOMETHING MEANINGFUL**

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

*Beyond The Game More Stories — where the lessons don't end when the game does.*