

SORENPETRO

Podcast Partnerships

2025



ABOUT SORENPETRO



- Soren has been the afternoon drive host of “The Program” on 810 WHB for 20+ years.
- Soren’s community presence, connections, and expertise provide unrivaled discussions with baseball’s top leaders.
- Kauffman Corner guests have included Vinnie Pasquantino, Jeff Passan, Keith Law and more.



New episodes **EVERY WEEK!**

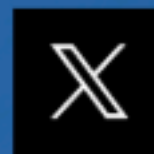
Kauffman Corner podcast has been running for 4+ years and is KC’s premiere, top-of-the-line weekly discussion surrounding the Boys in Blue.

Attach your brand alongside our #1 sports insider and KC’s top Royals podcast!

WEEKLY Audience

Weekly episodes offer TWO modes of consumption: Video & Audio

Video Platforms:



twitch

Weekly video tune-ins: 5,000+

Audio Platforms:



Spreaker★

Weekly audio tune-ins: 5,000+

Weekly Total: **10,000+**

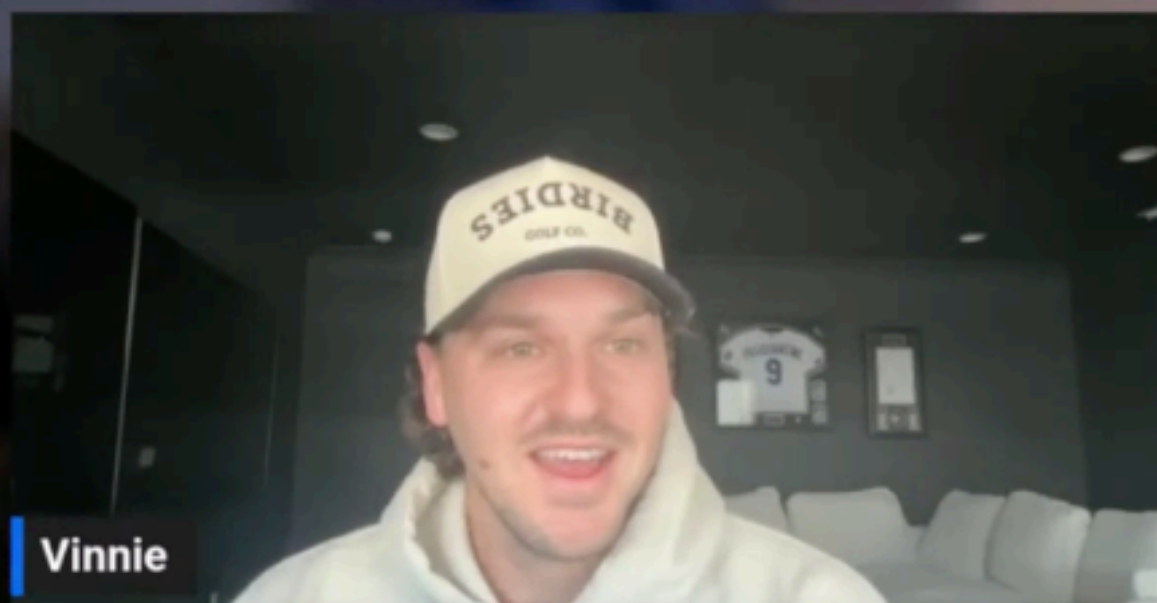
KAUFFMAN CORNER



Soren Petro



Rany



Vinnie



Jdmiller71, 09/26/2022

The Best

I've been in sports talk radio with either my own show or a podcast since 2006. This podcast gives me great envy relative to its quality, and the strengths the hosts have on depth of subject matter and the flow of the conversation. Not only is it the best Royals podcast, it's probably my favorite podcast regardless of topic due to the chemistry and excellence of the hosts.



@tbt_mlb, 01/25/2023

Great show

Best MLB podcast currently running. There is no one I'd rather hear talk about baseball than Soren and Rany. Consistently makes the listener smarter about baseball.



Vinnie Pasquantino

@VPasquantino

Follow

Did this Pod with Soren and Rany, it was a fun one! Might be the first interview I've done all offseason where we talked baseball. But have no fear, there is some Jets talk in here! Only a month from Spring training! Starting to get fired up!



Soren Petro

@SorenPetro · 3d

Kauffman Corner Pod streaming at 9P Central. @Jazayerli and myself welcome Vinnie Pasquantino to the Pod. We talk...

- Thumb injury comeback.
- Offseason workout routine.
- Defensive numbers at first.
- How to use analytics.
- Taking struggles personally.
- Pasquatch pressure!



PODCAST ANALYTICS



Audience is **98%** male &
average age of listener is **38** years old

90%
of weekly Kauffman Corner listeners are also
followers of Soren Petro social media channels

Listeners from Kansas City, Wichita, Omaha,
Lawrence, Columbia, Branson, and beyond!

PARTNERSHIP OPPORTUNITIES

Partnership starts February or March 2025 and runs for 12 months



Title Sponsor

- 🏆 1 exclusive sponsor
- 🏆 David Starns Allstate in KC is the 2025 title sponsor

Royal Sponsor

- 🏆 Multiple sponsor slots available

Royal Sponsor

\$6,000 annually/\$500 per month

- 🏆 Partner announcement & graphic on Soren Petro social channels
- 🏆 :20-25 second sponsor spot every podcast episode
- 🏆 Sponsor logo in corner of podcast for 5 minutes every episode
- 🏆 Sponsor ad ran on bottom ticker one time every podcast
- 🏆 Sponsor logo included on Sorenpetro.com
- 🏆 2 sponsor branded posts on Soren Petro social channels (Insta/X)

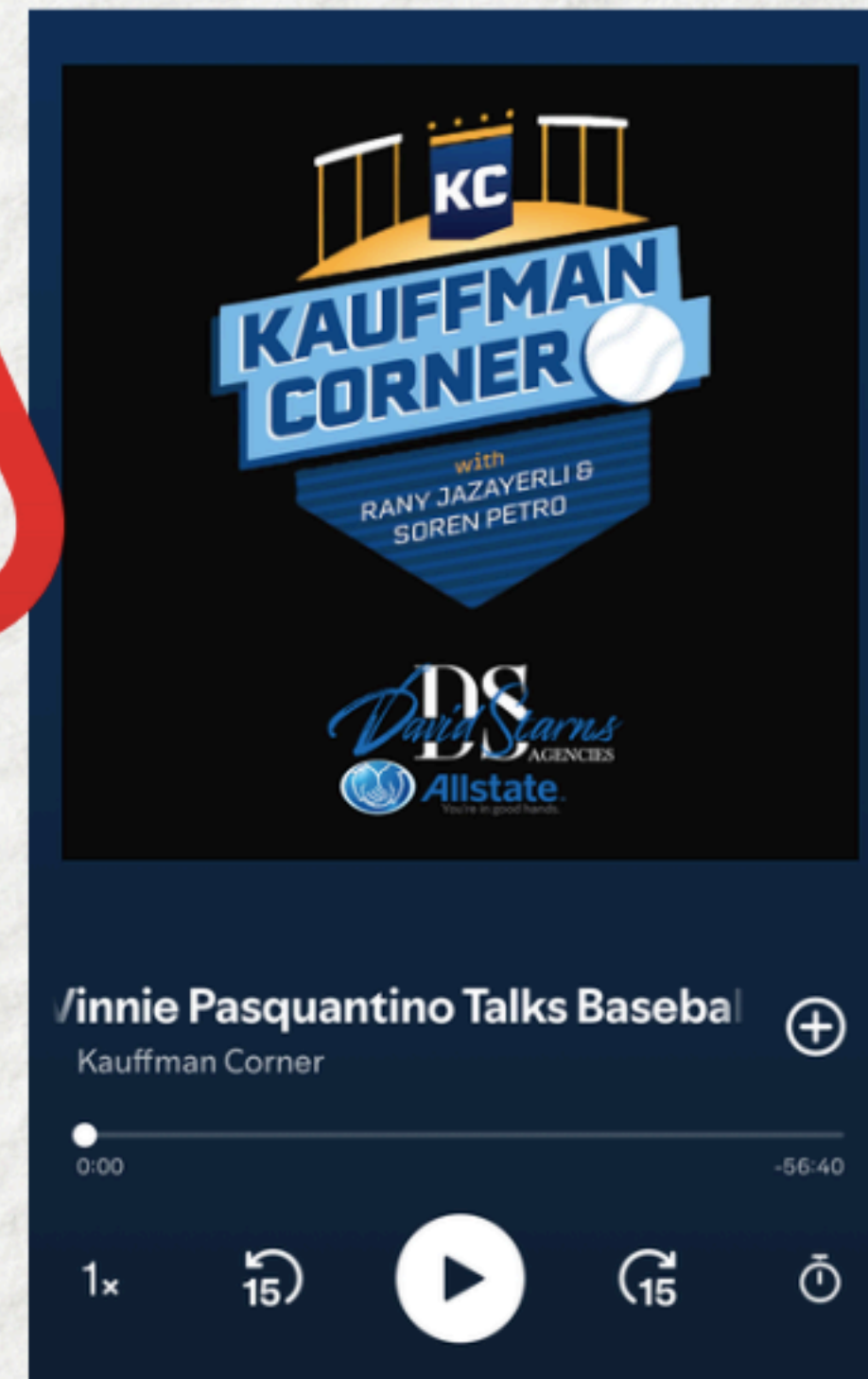


Title Sponsor

\$15,000 annually/\$1,250 per month

- 🏆 Sponsor logo attached to Kauffman Corner podcast artwork.
 - Visible online, SorenPetro.com, social media, and all podcast streaming platforms
- 🏆 Sponsor provided display item placed in Soren Petro podcast setting.
- 🏆 Host read sponsor read in podcast opening every weekly episode
- 🏆 Sponsor logo in bottom left corner of podcast video 75% of the episode.
- 🏆 60 second mid-roll LIVE sponsor spot read every podcast episode
- 🏆 Sponsor ad ran on bottom ticker five times every podcast.
- 🏆 Sponsor branded apparel for podcast members to be worn during episodes.
- 🏆 Sponsor logo featured along social post weekly on Soren Petro social platforms announcing start of the episode.
- 🏆 Sponsor logo featured on SorenPetro.com website in partners section.
- 🏆 Two sponsor branded social media posts on Soren Petro social channels
- 🏆 Partner announcement & graphic on Soren Petro social channels

SOLD!




PARTNERSHIP ASSET EXAMPLES

Examples shown include both Royals and Chiefs podcast ideas. We work with you to customize your assets as seen.

Soren Petro @SorenPetro

Someone in my house couldn't wait one minute for Dad to take the photo of Minsky's "Tranquillo" pizza... Chiefs linebacker Drue Tranquillo's new pizza at Minsky's.

Use the promo code "Petro3" and save \$3. A portion of the proceeds goes to benefit Operation Breakthrough.



Soren Petro @SorenPetro

Tomorrow! Get your dad what he really wants this Father's Day... the Minsky's and Joe's Kansas City BBQ Pizza! That's right, your dad waits all year for this!

Available at all 17 KC area locations. Open Sunday til 10:30pm!

Don't miss out! Happy Father's Day from Minsky's!



KAUFFMAN CORNER



Soren Petro

Rany

PRESENTED BY GANN

KAUFFMAN CORNER

CONTRACTOR. ALL THINGS PARKING LOT..... Pavement Maintenance... Asphalt Services... Concrete Ser


Soren Petro @SorenPetro

MNF ticket giveaway!

David Starns Allstate will treat two special fans with 2 tickets + parking pass to the Nov. 4th showdown vs the Bucs!

Simply scan the QR code, enter your name/info and be entered into the drawing. Winner will be picked on Thursday!

Go Chiefs!



TICKET GIVEAWAY!

ESPN MONDAY NIGHT FOOTBALL

Scan QR to enter and win!

Courtesy of David Starns Allstate!



Hosted by
SORENPETRO

**GameDay Partnerships works alongside Soren Petro
on the podcast partnerships. Contact us today!**

***GAME*DAY**

Keaton Day

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Carson Armour

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