

Partnership Opportunities 2025



Red, Gold & Bold

Jeff Chadiha | Sam McDowell | Soren Petro

A KANSAS CITY FOOTBALL PODCAST

Hosted by

SORENPETRO

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 football’s top leaders.
- Red, Gold & Bold weekly panel alongside Soren includes Jeff Chadiha from NFL Network, and Sam McDowell, sports reporter for the Kansas City Star.



TWO new episodes EVERY WEEK!

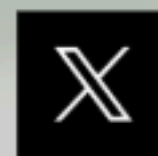
Red, Gold & Bold has been running for 4+ years and is KC’s top source for in-depth news and discussion regarding Red Kingdom.

Attach your brand alongside the #1 podcast for the best football team in the world!

WEEKLY Audience

Weekly episodes offer TWO modes of consumption: Video & Audio

Video Platforms:



Weekly video tune-ins: 5,000 (x2)

Audio Platforms:



Spreaker★

Weekly audio tune-ins: 5,500 (x2)

**WEEKLY Total: 10,000+ (x2 weekly episodes)=
20,000+ reach!**



Adamzme, 08/23/2022

Great content

Many years ago, I used to scour KC Star message boards in a desperate attempt for Chiefs content. How far we have come! The insight (occasional insider insight too) of Eager, Soren and Jeff are top notch. These are bright, plugged in guys and they have respectful but honest conversations. Always one of the best, always look forward to them.



JoshuaDrown, 10/18/2022

KC Chiefs Gold

This is THE place for the best takes on our KC Chiefs. These three guys are absolute gems... Soren Petro hosts the best sports show in Kansas City, Eric Eager has the biggest brain in Chiefs Kingdom, and NFL columnist extraordinaire Jeffri Chadiha is the voice of cautious calm and resolve that keeps this podcast grounded. While Soren asks all the right questions, Eric and Jeff make me look at the game in new, often contrasting, and thought provoking ways. Every week, I finish the episode feeling like a smarter football fan.

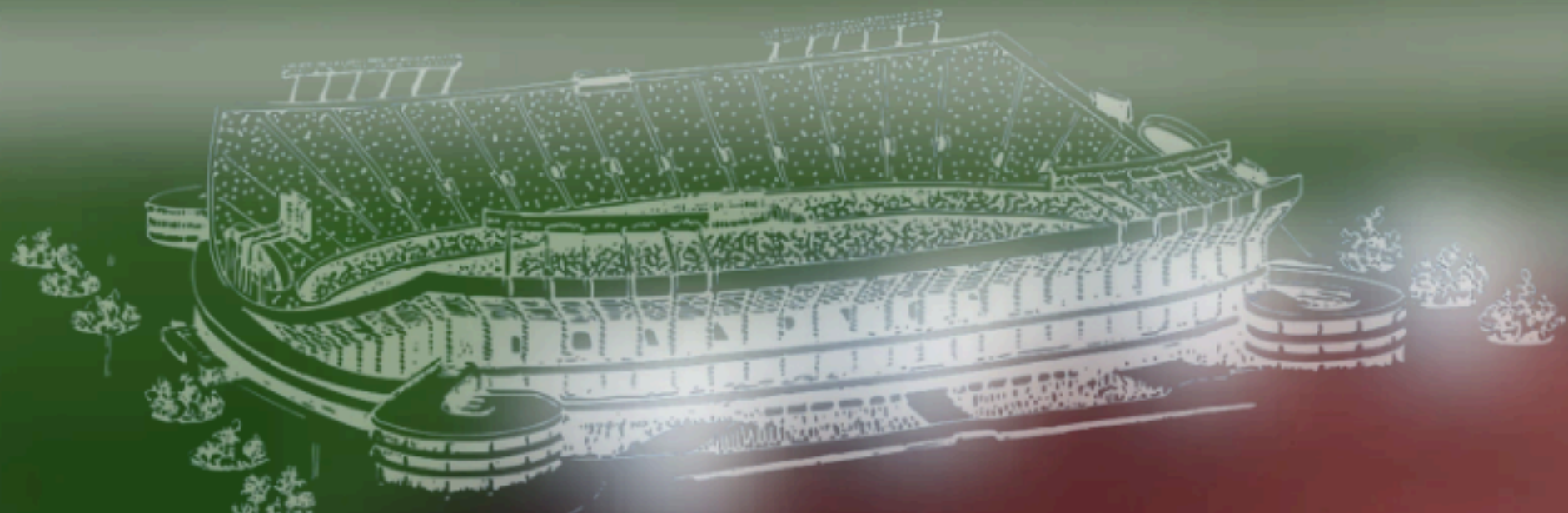


Pea_Green, 10/25/2023

If yer gonna only listen to one NFL pod
Listen to this one. I watch every week on twitch and relish it the following day here. That good



PODCAST ANALYTICS



Audience is **92%** male &
average age of listener is **39** years old

91%
of weekly Kauffman Corner listeners are also
followers of Soren Petro social media channels

Listeners from Kansas City, Wichita, Topeka,
Nebraska, Oklahoma, Iowa, and beyond!

PARTNERSHIP OPPORTUNITIES

Partnership starts April or May 2025 and runs for 12 months



Title Sponsor

- 1 exclusive sponsor

Gold Sponsor

- Multiple sponsor slots available
- Sponsorship is for ONE of TWO weekly episodes
- Bundle pricing available if interested in both weekly episodes



Gold Sponsor

\$7,200 annually/\$600 monthly

Red Gold & Bold runs TWO live episodes weekly. A Gold Sponsorship includes 1 of the 2 weekly episodes.



Assets include:

- Partner announcement & graphic on Soren Petro social channels
- Sponsor provided :30 second video/audio ad every weekly episode
 - We can create one for you for additional charge
- Sponsor logo featured in corner of podcast for 5 minutes every episode
- Sponsor ad ran on bottom ticker one time every podcast
- Sponsor logo featured twice annually on episode announcement post on X
- Sponsor logo included on Sorenpetro.com.
- 1 additional sponsor branded post on Soren Petro social (Insta/X)



SIGN UP FOR BUFFALO WILD WINGS REWARDS...MORE POINTS...FASTER THAN EVER! PLUS, YOUR CHANCE TO UN



Scan to check out full partnership kit

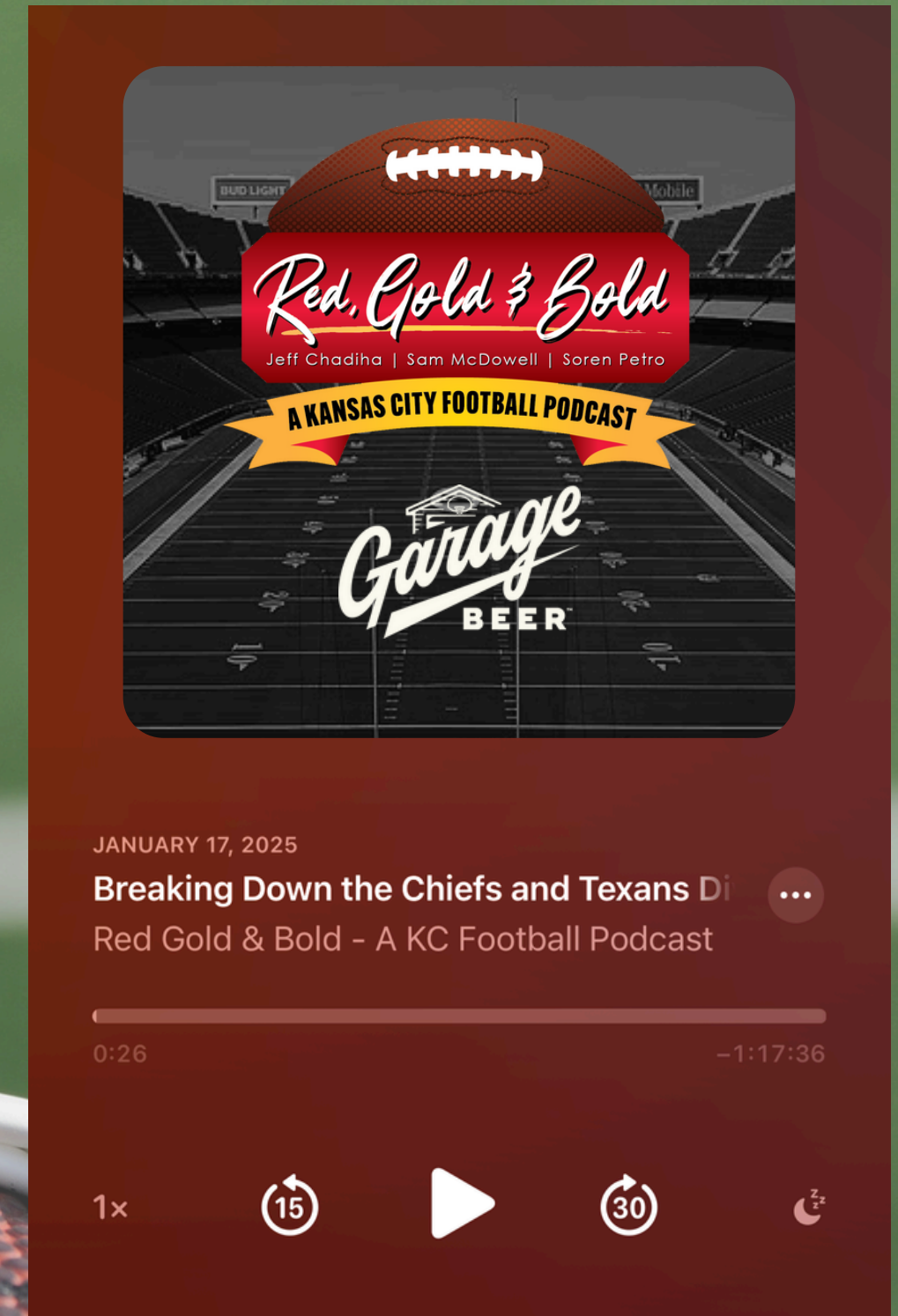




Title Sponsor

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

- Sponsor logo attached to Red, Gold & Bold podcast artwork
 - Visible online, SorenPetro.com, social media, and all podcast streaming platforms
- Sponsor provided display item placed in Soren Petro podcast background setting
- Sponsor branded intro accompanied by podcast opening intro every weekly episode
- Sponsor logo in bottom corner of live stream for 50% of episode duration, every episode
- 30 second mid-podcast sponsor spot on both weekly episodes
- Sponsor ad ran on bottom ticker five times every podcast episode
- Sponsor branded apparel for podcast members to wear
- Sponsor logo featured weekly on Soren Petro social platforms announcing start of podcast
- Sponsor logo featured on SorenPetro.com website with link
- Two sponsor branded social media posts on Soren Petro social channels annually
- Partnership announcement and graphic on Soren Petro social channels (Insta/X)



PARTNERSHIP ASSET EXAMPLES



Soren Petro
@SorenPetro

x1 ...

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!



Scan QR to enter and win!

Courtesy of David Starns Allstate!



Soren Petro
@SorenPetro

x1 ...

Someone in my house couldn't wait one minute for Dad to take the photo of Minsky's "Tranquilo" 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.





Hosted by
SORENPETRO

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

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