

VOLUSIA SPORTS

XTRA

PODCAST

Sponsor
GAME-PLAN

Hosted by
BOBBY LATMORE



A Platform That Supports Volusia Sports and Community Programs

The **Volusia Sports XTRA Podcast** expands the mission of the magazine by offering a dynamic audio platform that amplifies local sports stories, community initiatives, and youth development programs. As the media arm of the **Volusia Sports Foundation**, the weekly podcast directly supports:

- Youth sports grants
- Scholarships
- Equipment assistance
- Coaching development
- Volunteer programs
- Countywide sports festivals and events



Sponsorships and advertising through both the magazine and podcast help fund these initiatives, creating a sustainable model that reinvests back into local athletes, programs, and community engagement.

Opportunities for Local Businesses and Partners

The Foundation is currently onboarding **Founding Sponsors and Advertising Partners** for the inaugural podcast season with over 50 weekly podcasts in a year, select businesses across Volusia County, sponsors gain visibility through:

- Editorial and interview features
- Annual partnership packages
- Integrated print, digital, and event exposure

These opportunities position local businesses at the heart of Volusia County's growing sports media network, connecting them directly with families, athletes, schools, and civic leaders.

About the Volusia Sports Foundation


The **Volusia Sports Foundation** is dedicated to advancing youth development, supporting athletic programs, and strengthening community engagement through sports. With over **30 years of leadership** in sports management, events, and outreach, the Foundation serves as a unifying force for athletes, families, schools, and partners across Volusia County.

Media Contact

Volusia Sports Foundation

Attn: Media Relations

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ABOUT THE HOST...

Bobby Latmore is the Executive Director of the Volusia Sports Foundation and a respected leader with more than 30 years of experience in sports administration, media production, and community event development. His baseball journey began in Osteen, Florida, where he first played Little League before advancing to the Babe Ruth League in DeLand. He continued his rise through Deland High School baseball and Post 6 Summer Ball, establishing himself as one of the area's standout young athletes.

Bobby went on to play college baseball at the University of Georgia, competing at the highest levels of the SEC, before advancing to the Baltimore Orioles organization to continue his career professionally. His background as a collegiate and professional athlete remains a driving force behind his passion for developing sports opportunities for the next generation.

Today, Bobby focuses on strengthening the full pipeline of youth-to-college sports programs that help make Volusia County a true sports destination. Under his leadership, the Volusia Sports Foundation expands access, elevates athlete recognition, and builds partnerships that support athletes from their earliest playing days through their collegiate pursuits. He oversees major countywide events, school collaborations, athlete media platforms, and the Foundation's growing digital presence, including the Volusia Sports Foundation Podcast and Volusia Sports X-TRA. Throughout his career, Bobby has built a reputation for innovation, collaboration, and a deep commitment to youth and amateur sports. His leadership continues to position Volusia County as one of Florida's premier regions for sports development, competition, and community engagement.





Market Demographics for Volusia County



 **Population: 570,000+**

 **Male/Female: 49%/51%**

 **Key Age Groups: 18-34 & 35-54**

 **Household Income: 65% earn \$50,000+**



Volusia County Audience Reach by City

	Estimated Readers	Event Exposure	Business Engagement
Daytona Beach	60,000+	Major Sports Events	Hotels & Attractions
DeLand	35,000+	College Sports	Local Retail Shops
Port Orange	30,000+	Youth Leagues	Restaurants & Malls
Ormond Beach	28,000+	Golf & Motor Sports	Health & Fitness Centers
New Smyrna Beach	25,000+	Beach Tournaments	Waterfront Dining
Deltona	22,000+	Community Festivals	Local Service Providers



DIGITAL MEDIA ADVERTISING RATES

EPISODE PRESENTING SPONSOR

\$500/mth

- Full Naming Rights
- Top-of-Show and End-of-Show Reads
- Logo on All Graphics + Social Media
- 30-second custom message
- Link in Description
- Highest Visability



COMMUNITY SPOTLIGHT

\$250/mth

- Naming Rights to Segment
- Verbal Recognition
- Logo on Highlight Clips
- Sponsor can nominate



INSIDE: COMMUNITY EVENTS • PHOTO GALLERY • COACHES CORNER

ATHLETE OF THE WEEK

\$250/mth

- Sponsor name attached to the recurring feature
- Shout-out during athlete recognition
- Logo on athlete highlight graphics
- Option to provide branded merchandise or awards



EVENT SPOTLIGHT

\$250/mth

- Sponsor mention during event previews, interviews, and recaps
- Logo on event-related episode graphics
- Priority placement in event-specific social media posts
- Opportunity to co-host a segment with the Podcast





DIGITAL MEDIA ADVERTISING RATES

COACH'S CORNER SPONSOR

\$250/mth

- Naming rights to the segment
- Sponsor mention during coaching tips or interviews
- Logo on educational content clips
- Option to provide training resources or giveaways



“WHERE ARE THEY NOW” SPONSOR

\$250/mth

- Naming Rights to Segment
- Verbal Recognition during segment
- Logo on Highlight Clips and Interviews
- Sponsor can nominate the Special Guest
- Sponsor can help on Segment with Interview



INSIDE: COMMUNITY EVENTS • PHOTO GALLERY • COACHES CORNER

THE XTRA MILE SPONSOR

\$250/mth

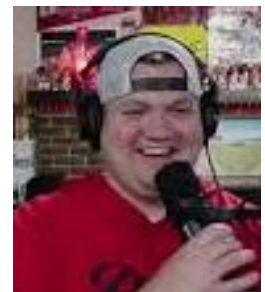
- Naming Rights to Segment
- Shout-out during segment recognition
- Logo on highlight graphics and interview
- Be a part of the interview during podcast



WEEKLY SCORES RECAP

\$200/mth

- Naming Rights to Segment
- Logo on event-related episode graphics
- Priority placement in event-specific social media posts
- Opportunity to co-host a segment with the Podcast





SOCIAL MEDIA ADD-ONS

- Social Media Spotlight \$100
- Video Feature \$100



COACH OF THE MONTH

COACH SARAH MILLER
DeBary All-Stars

Coach Miller inspires with dedication and passion, leading her team to victory season after season.





OPTIONAL PRINT ADD-ONS (Per Month)

- Full Page Ad \$250
- Half Page Ad \$200
- Quarter Page Ad \$150
- Feature Sponsor (matching) \$500

