

# TURNER & O'NEILL *The Podcast*



@turneroneillpodcast @turnonpodcast

## 2022 Sponsorship Opportunities

Season 4



# It's Simple... We Build Your Brand

## Reach Our Unique Audience

Coaches Steve Turner & Casey O'Neill are well known in the DMV & nationwide as highly regarded in their respective circles. As coaches, their teams have found consistent success on and off their courts & fields. Producing several Division I scholarship athletes, Coaches Turner & O'Neill are mission driven coaches who put the student-athlete first.

Since episode one (July 9, 2020) "Take A T-O With Coaches Turner & O'Neill" has produced three full seasons of content, reaching more than 200,000 viewers & nearly 80,000 listeners. With each season producing a minimum of 20 episodes, our podcast can be heard on, more than 15 podcast platforms (including [iHeartRadio](#), [Amazon Music](#), [Spotify](#), [Google Podcasts](#), [Apple Podcasts](#) & more). In addition, each episode is released via YouTube, with an average of 3,000+ weekly viewers. All of this equals a diverse distribution of your brand, in front of many different audiences. The podcast conversations are candid, informative and cover more than the world of sports. Listeners are engaged via riveting content hosted by producer Kurtis Cross and engineered by DJ Krissy.

Recorded in Kensington, MD, the podcast reaches beyond the local footprint. Partnership with our podcast introduces your brand to our unique audience, likely not reached through traditional outlets. A partnership with "Take A T-O With Turner O'Neill" delivers exposure to high school, college & pro athletes along with athlete-parents, high school & college coaches and other connected listeners.

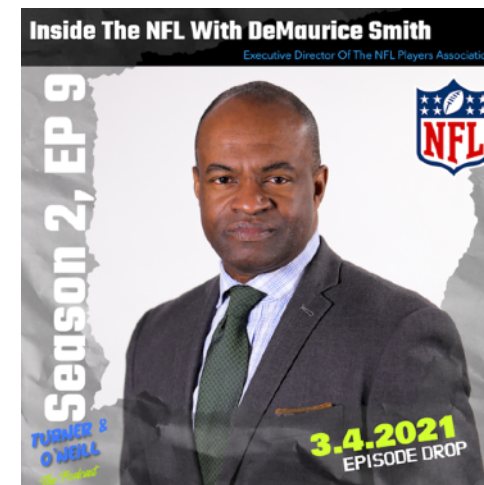
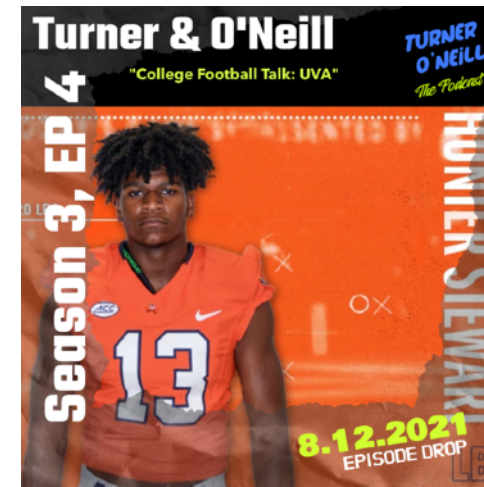
Contact us today, join the team and let's add your business or brand to our growing broadcast. Each advertising tier guarantees placement in every episode for one full season, making this a cost effective investment, on a per episode basis.

**It's time for you to "Take A T-O With Turner & O'Neill!"**

*All episodes are distributed throughout an entire season, typically, weekly, across 15+ podcast platforms & via YouTube. Advertisers will receive a video ad for YouTube episodes. We will accept your produced commercial audio & video ads, if available. In lieu of your produced ad, our studio will create your ads at no charge. Your ad copy is welcomed. Commercial ad placement is on a first come first served basis, with repeat advertisers receiving placement priority. Waitlist options are available for sold out tiers. Pricing is based on a one-time payment, for a season-long, six month commitment. "A la carte" options are on a per episode basis. \*Bonus segment mentions are offered to advertisers, based on availability at no charge.*



# **Our** Content: Weekly Guests & Great Content



Our catalog of guests includes local & national personalities from the world of sports. From the NFL to the NBA... college hoops to soccer, we cover it all. Our guests appeal to our audience, but more importantly, a broader audience of their own following. This audience includes men & women of all ages, from across the country and the globe. While the majority of our listenership is in the United States, our audience spans 15 international countries (and counting)!

**Contact Us Today To Start Your Advertising Agreement!**

[turneroneillpodcast@gmail.com](mailto:turneroneillpodcast@gmail.com)

[www.turnerandoneill.com](http://www.turnerandoneill.com)



# Why Advertise With Turner & O'Neill?

## Inside The Numbers

We have a unique listening & viewing audience, mostly concentrated in the DMV. From Bethesda to Arlington... Silver Spring to Washington DC, our podcast averages more than 4,000 views & listens each week. Over the course of one season (26 episodes), we deliver 100,000 consumers to our roster of advertisers. With outlets such as iHeartRadio, Apple Music, Spotify, Amazon Music plus 15 podcast platforms in total, our audience becomes your audience. This audience has grown from season to season and our efforts continue to reach new listeners & viewers.

With packages starting at \$20 per episode (based on a season-long agreement) you can't miss with our cost-effective advertising options!

**91.6%** of our advertisers renew their advertising agreement with us.



Coach Steve Turner



Coach Casey O'Neill



Producer Kurt Cross



Engineer DJ Krissy

**4,000+** listens & views per week means your ad reaches a wide audience.

**2,000+** social media touches per week equals a diverse reach.



# Tiers & Benefits | Six Month Commitment

## Donor

### Website

Standard Listing With Logo, & Website Link

### Social Media

Inclusion (1x) Monthly

### Episodes

Opening Credits Mention  
Mid-Roll Audio Ad (:15)  
Closing Credits Mention

**Investment | \$500**  
~\$20 Per Episode

## Sponsor

### Website

Enhanced Listing With Logo & Website Link

### Social Media

Inclusion (2x) Monthly

### Episodes

Opening Credits Mention  
Mid-Roll Audio Ad (:30)  
Closing Credits Mention

**Investment | \$750**  
~\$30 Per Episode

## Partner

### Website

Prominent Listing With Logo, Website Link & Social Links

### Social Media

Inclusion (4x) Monthly

### Episodes

Opening Credits Mention  
Segment Sponsorship Ad  
Closing Credits Mention  
Bonus Segment Mentions\*

**Investment | \$1,000**  
~\$40 Per Episode

## A la carte Options

### Per Episode

- Pre-Roll Drop | \$50
- Segment Sponsor Drop | \$75
- 30 Second Audio Ad | \$75
- 60 Second Audio Ad | \$125
- Live Sponsorship Read | \$100

### Social/Web

- Sneak Peek Sponsorship | \$100
- Social Media Endorsement | \$100
- Episode Drop Sponsorship | \$250
- Banner Ad | \$500/Month
- Sponsorship Ad | \$150/Month

### YouTube

- Pre-Roll Drop | \$100
- Partial-Run Banner Ad | \$250
- Full-Run Banner Ad | \$500
- Post-Roll Drop | \$50
- Channel Sponsorship | \$500/Month



# **Premier** Partnership

## Maximum Exposure

With just two (2) Premier Partnerships available, this advertising tier provides the maximum exposure for your brand. In addition to being a lead partner for the entire season, your Premier Partnership includes many benefits, unavailable to other advertising tiers. Premier partners enjoy benefits as outlined below.

### **Website Exposure**

Home Page Banner Listing

### **Social Media Exposure**

Inclusion (4x) Monthly

### **Episode Exposure**

#### **All Partner Benefits Plus...**

10 Episode Banner Listings

10 Episode Drop Sponsorships

10 Episode Sponsorships

**Investment | \$5,000**





# It's Time To Take A T-O!



Season 3

## Sponsors



We engage with our social media audience, offering content, episode teasers and more. We regularly feature our Partners, Sponsors & Donors in our social media feed. With a dedicated effort to connect you to our audience, your investment goes beyond traditional advertising, reaching far beyond the guaranteed reach in each advertising tier. Your brand is connected to our reach!



Don't have any commercial content? Our studio produces all audio & video content for our advertisers at no charge.

Contact us today via email... [turneroneillpodcast@gmail.com](mailto:turneroneillpodcast@gmail.com)... and let's get your advertising agreement started. Space is now available. Don't miss your opportunity to grow your brand with Turner & O'Neill!



Each episode is available on YouTube and via 15+ podcast platforms. This equals great exposure for your business/brand.