



THE SETH JOYNER SHOW

PARTNERSHIP OPPORTUNITIES AVAILABLE FOR YOUR REVIEW





THE SETH JOYNER SHOW

- 17-WEEKS DURING THE UPCOMING 2023-2024 NFL SEASON
- EXCLUSIVE PRESENTING PARTNER
- FULL SATURATION ACROSS ALL PROGRAMMING NETWORKS, INCLUDING SETH JOYNER WEEKLY PODCAST
- 30 SECOND COMMERCIAL SPOT INSERTION IN THE SETH JOYNER SHOW
- CONTENT AND BRAND INTEGRATION: INSERTION OF 10 SECOND SPOT ROTATING WEEKLY GOING INTO EACH BREAK DURING THE LIVE SHOW
- PARTNER LOGO INTEGRATION ON BILLBOARDS, STATIC AND DIGITAL
- TALENT LIVE READS & ENDORSEMENTS DURING THE SHOW
- WEEKLY SOCIAL MEDIA PARTNER PROMOTIONS



THE SETH JOYNER SHOW ON PHL 17 AND NBC SPORTS PHILLY

THURSDAY, FRIDAY & SATURDAY
NIGHTS TBD ON COMCAST

FRIDAY NIGHTS TBD CHANNEL 17

SATURDAYS ON COMCAST (ROTATING)

STREAMING ON 6ABC TBD

SPECIAL "ON-LOCATION" TAPING OF
THE SETH JOYNER PODCAST





EXCLUSIVE PARTNERSHIP OPPORTUNITY

PARTNERSHIP ASSETS:

- EXCLUSIVE SHOW INTEGRATION DURING EACH SETH JOYNER SHOW
- MEDIA SCHEDULE TV | MESSAGING SPOTS W/ DIRECT TO CONSUMER MESSAGING
- MESSAGING | TV COMMERCIALS :10 AND :30 SECOND SPOTS
- WEEKLY PODCAST EXPOSURE ON THE SETH JOYNER SHOW
- PARTNERSHIP LEVELS: \$15K | \$25K | \$50K | \$100K | \$200K EXCLUSIVE PRESENTING/TITLE SPONSOR

CUSTOMIZABLE ASSETS:

- CUSTOM CAMPAIGN TO FIT YOUR COMPANIES NEEDS
- INTEGRATION DURING THE SEASON ON THE SHOW
- BRAND ENDORSEMENT | LIVE READS BY SETH JOYNER AND COMMERCIAL AND BANNER ADS
- NAMING RIGHTS OF THE SHOW (PENDING), I, E,
THE SETH JOYNER SHOW: PRESENTED BY _____ {COMPANY NAME}

PARTNERSHIP OPPORTUNITIES

- TITLE: \$200K
- PLATINUM: \$100K
- GOLD: \$50K
- SILVER: \$25K
- BRONZE \$15K
- LIVE READS \$1K
- *CUSTOMIZE YOUR PARTNERSHIP PACKAGE*





TITLE SPONSOR \$200,000

- SHOW NAMING RIGHTS {THE SETH JOYNER SHOW PRESENTED BY _____}
- OPENING AND CLOSING PROMOTIONS IN EVERY EPISODE
- SEGMENT SPONSOR {THIS SEGMENT BROUGHT TO YOU BY _____}
- THREE 30 SECOND COMMERCIAL SPOTS PER SHOW
- 10 SECOND TAG AND LOGO GOING INTO BREAKS {1 PER SHOW}
- 4 SOCIAL MEDIA PROMOTIONS PER MONTH ON ALL SHOW ACCOUNTS
- SPONSOR LOGO ON BILLBOARDS AND LINK ON SETHJOYNER.COM
- 30 SEC PROMO SPOT AIRED BEFORE THE FIRST REGULAR SEASON GAME
- COMMERCIAL SPOT EACH WEEK ON THE SETH JOYNER SHOW VIDEO/PODCAST
- OPPORTUNITY FOR PRODUCT PLACEMENT IN SHOW
- 1 INVITATION TO A LIVE TAPING OF THE SHOW
- CUSTOMIZED OPTIONS AVAILABLE

SHOW AIRED WEEKLY ON PHL 17, NBC SPORTS PHILADELPHIA, YOUTUBE, AND 6ABC STREAMING





PLATINUM SPONSOR \$100,000

- OPENING AND CLOSING PROMOTIONS IN EVERY EPISODE
- SEGMENT SPONSOR {THIS SEGMENT BROUGHT TO YOU BY_____}
- TWO 30 SECOND COMMERCIAL SPOTS PER SHOW
- 10 SECOND TAG AND LOGO GOING INTO BREAKS {1 PER SHOW}
- 3 SOCIAL MEDIA PROMOTIONS PER MONTH ON ALL SHOW ACCOUNTS
- SPONSOR LOGO ON BILLBOARDS AND LINK ON SETHJOYNER.COM
- 30 SEC PROMO SPOT AIRED BEFORE THE FIRST REGULAR SEASON GAME
- CUSTOMIZED OPTIONS AVAILABLE

SHOW AIRED WEEKLY ON PHL 17, NBC SPORTS PHILADELPHIA, YOUTUBE, AND 6ABC STREAMING





GOLD SPONSOR \$50,000

- OPENING AND CLOSING PROMOTIONS IN EVERY EPISODE
- SEGMENT SPONSOR {THIS SEGMENT BROUGHT TO YOU BY_____}
- ONE TO TWO 30 SECOND COMMERCIAL SPOTS PER SHOW
- 10 SECOND TAG AND LOGO GOING INTO BREAKS {1 PER SHOW}
- 2 SOCIAL MEDIA PROMOTIONS PER MONTH ON ALL SHOW ACCOUNTS
- SPONSOR LOGO ON BILLBOARDS
- 30 SEC PROMO SPOT AIRED BEFORE THE FIRST REGULAR SEASON GAME

SHOW AIRED WEEKLY ON PHL 17, NBC SPORTS PHILADELPHIA, YOUTUBE, AND 6ABC STREAMING





SILVER SPONSOR \$25,000

- OPENING AND CLOSING PROMOTIONS IN EVERY EPISODE
- ONE 30 SECOND COMMERCIAL SPOT PER SHOW
- 1 SOCIAL MEDIA PROMOTION PER MONTH ON ALL SHOW ACCOUNTS
- SPONSOR LOGO ON BILLBOARDS
- 30 SEC PROMO SPOT AIRED BEFORE THE FIRST REGULAR SEASON GAME

SHOW AIRED WEEKLY ON PHL 17, NBC SPORTS PHILADELPHIA, YOUTUBE, AND 6ABC STREAMING





BRONZE SPONSOR \$15,000

- OPENING AND CLOSING PROMOTIONS IN EVERY EPISODE
- ONE 30 SECOND COMMERCIAL SPOT PER SHOW
- SPONSOR LOGO ON BILLBOARDS
- 30 SEC PROMO SPOT AIRED BEFORE THE FIRST REGULAR SEASON GAME

SHOW AIRED WEEKLY ON PHL 17, NBC SPORTS PHILADELPHIA, YOUTUBE, AND 6ABC STREAMING





PARTNERSHIP/SPONSOR VALUE

- WEEKLY ADVERTISING FOR ALL 17 REGULAR SEASON GAMES ON MULTIPLE PLATFORMS
- PLUS, ALL POST SEASON GAMES
- COMPANY AND BRAND RECOGNITION
- CALL TO ACTION VIA SHOW ADVERTISING AND MARKETING
- SOCIAL MEDIA PROMOTIONS
- SPONSOR LOGOS WILL BE FEATURED ON SETH JOYNER SHOW, ON BILLBOARDS AND ON THE SETHJOYNER.COM WEBSITE
- COMMERCIAL ADS AIRED IN SHOW 17 PLUS WEEKS, PLUS POST-SEASON GAME WEEK {WILL ASSIST IN 30 SEC COMMERCIAL CREATION}
- VISIBILITY ON PHL 17, NBC SPORTS PHILADELPHIA NETWORK, 6ABC STREAMING AND THE SETH JOYNER SHOW YOUTUBE CHANNEL
- BRANDED SEGMENT RECOGNITION
- CREATIVE CUSTOMIZATION TO MEET YOUR MARKETING NEEDS

SHOW AIRED WEEKLY ON PHL 17, NBC SPORTS PHILADELPHIA, YOUTUBE, AND 6ABC STREAMING





CONTACT INFORMATION

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