



THE NEW OLD HEADS

P O D C A S T

**SPONSORSHIP AND
MARKETING KIT**

2023

NEW OLD HEADS PODCAST

WEEKLY HIP HOP CULTURE TALK SHOW

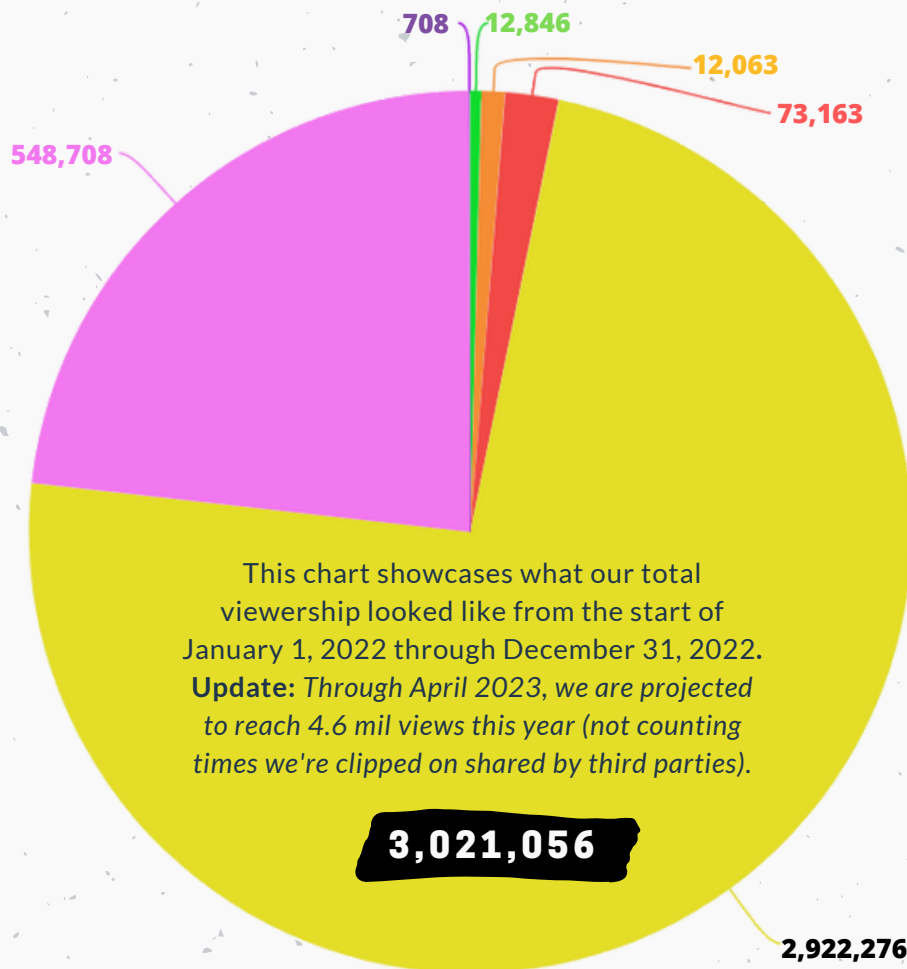
NEWOLDHEADS.COM / NEWOLDHEADS@GMAIL.COM

THE BASICS

Launched in 2016, the **New Old Heads Podcast** went from a pre-recorded hour-long hip hop culture talk show, to one that is broadcast live on Twitch every Tuesday evening in front of a live digital audience. The show is released on multiple platforms in a variety of formats, including podcast apps, YouTube & social media.

ABOUT OUR VIEWERS

With a surging increase in viewership on our various social platforms (a **240% increase from 2021 to 2022**), the **New Old Heads Podcast** continues to reach new peaks as we dive into our 7th straight year of sharing hip hop commentary throughout every week of the year. Below is a breakdown of how people interact with us.



- Listened Full Audio Episode
- Watched Full YouTube Episode
- Watched 7-25 Minute YouTube Segment
- Watched 15-180 Second TikTok Clip
- Watched 15-60 Second IG Reel, YouTube Short Clip
- Watched Live Twitch

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HOW WE DISTRIBUTE



Our premier partners receive on average **85K views per week** between all our mediums. That includes prime logo graphic placements and intro/mid rolls.

Tuesdays: We're live on Twitch from 9-11pm EST, where we engage in conversations with the live viewers while doing a variety of topics.

Thursdays: The show is premiered at noon via Bringing Down The Band, all podcast apps, and to the New Old Heads YouTube account (**4k+ Subscribers**). Also to a local radio station (WQRT 99.1).

Thurs-Weds: We share approximately 3-5 short clips from the weekly show every day on TikTok (**13k+ Followers**) and YouTube shorts, and also on other stories apps like IG/FB.

Fri-Mon: We share 3-5 short hip hop-related segments (between 7-20 minutes) via BDTB's YouTube channel each week (**73k+ Subscribers**), as well as a few others on the NOH YouTube.

Our viewership is mostly male (about 83%) between the ages of 18-44, located in the United States, with an invested interest in hip hop music and the culture that surrounds it.



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PARTNER WITH US

75K+ AVG VIEWS/WK ON YOUR BRAND
4.5+ MILLION VIEWS PROJECTED 2023



Based upon the **value** your company can offer (money, marketing, products, etc.), the following packages are customizable depending on each situation. **We're open to negotiation.**

BECOME OUR LEADING
SPONSOR

OR

BECOME ONE OF OUR
PARTNERS

SPONSOR

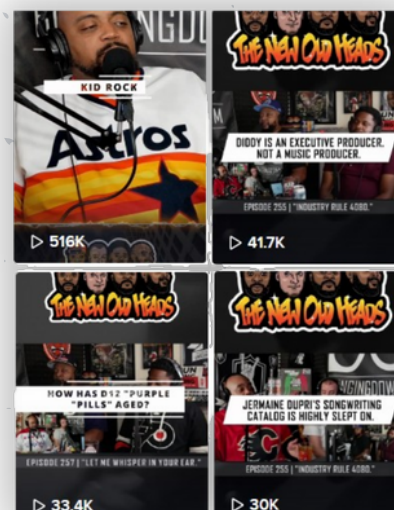
Our *premier sponsorship* opportunity for one company includes the following:

- Your company will be the presenter of the show (ie, "New Old Heads presented by **Your Company**"), and most all branding will be updated to showcase when our logo is present - website, videos, promos, etc.
- Company/brand mentioned at the beginning of the episode, including a brief 5-10 second mention at the beginning of the show as a call to action for your brand/company
- Mid-roll mention with 4-7 second plug
- Extensive visual logo placement (the logos cycles every 10-15 seconds) throughout the live show, full episode, every segment, and every social media clip (TikTok, IG, YouTube Short)
- Placed first in all partnership and/or logo placements, including all social media clips of the show that we share
- Utilize product placement on our set

PARTNER

Our *premier partnership* opportunity for up to five companies. This includes:

- Company/brand mentioned at the beginning of the episode, and with a 4-7 second personalized message in midroll
- Extensive visual logo placement (cycles every 10-15 sec) through the live show, full episode, every segment, and every social media clip (TikTok, IG, YT Short)
- Utilize product placement on our set



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SILENT PARTNERS

100K+ UNIQUE VIEWS/YR ON BRAND
LOGO SHOWN 120 TIMES PER SHOW



Based upon the **value** your company can offer (money, marketing, products, etc.), the following packages are customizable depending on each situation. **We're open to negotiation.**

BECOME ONE OF OUR
SILENT PARTNERS

OR

PROMOTE YOUR OWN
PRODUCT

SILENT

Our *silent partnership* option is available for up to 5 companies. This includes:

- We will place your companies logo in our cycling logos that are presented on our live broadcast, episodes on YouTube, each segment released on YouTube, and listed on our site as a partner
- The logos cycle every 15-25 seconds
- **This package does not include TikTok, Instagram, or YouTube shorts promotion**



PROMOTE

With an approximate reach of 300-400k views on brand per month, we will promote your product/business on our show for a limited time. This includes:

- Company/brand mentioned at the beginning of the episode
- Company/brand mentioned with 4-7 second personalized message in midroll
- Extensive logo placement (the logos cycles every 15-25 seconds) throughout the live show, full episode, every segment, and every social media clip (TikTok, IG, YouTube Short)
- Utilize product placement on our set
- **Note: we reserve the right to deny any product or business that we feel misaligns with us for any reason**

**ALL LISTED
OPTIONS ARE
CURRENTLY
AVAILABLE**