



SPORTS
PODCAST FESTIVAL

2025
PITCH
DECK



SPORTS PODCAST FESTIVAL

Last year we created the first sports-centric podcast festival in the country and were immediately asked to lock in a date for year two.

THAT DATE IS AUG. 23, 2025



YEAR 1 SUCCESS

**We sold 400
of The Rialto's
450 seats at
\$59 a piece**

WHY IT WORKED

The Sports Podcast Festival takes the music festival model and adapts it for a sports audience. It works, not just because of the passion the audience has for each show, but because the audience knows that seeing all of these shows together on the same stage in a single night is not likely to ever happen again.

**Our show feels essential to
those fans.**



PRICED TO SUCCEED

Taylor Swift completely changed what people think is a “reasonable” price for a major live event. Concert tours are asking audiences to pay \$150 for the worst seats in the house. Fans pay less than \$60 to attend the Sports Podcast Festival and we let them pick whatever seat they want!

SPORTS PODCAST FESTIVAL

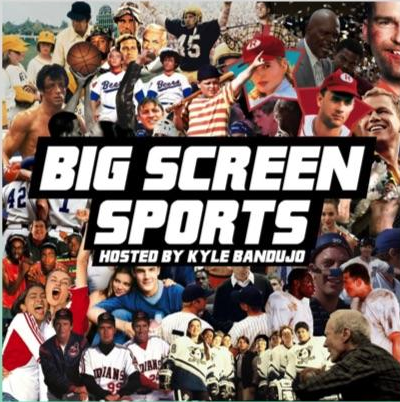
UNIQUE MARKETING OPPORTUNITIES

The Sports Podcast Festival offers a variety of options for businesses interested in sponsoring the event. Last year's sponsors - Breeze Thru and Homefield Apparel enjoyed high visibility with an audience that was eager to support them because they saw that those businesses were on the side of independent shows and personalities that they already love.



SPORTS PODCAST FESTIVAL

2025 LINEUP



BIG SCREEN SPORTS
LISTENING AUDIENCE: 3,700
SOCIAL FOLLOWING: 52,000



SPLIT ZONE DUO
LISTENING AUDIENCE: 17,300
SOCIAL FOLLOWING: 107,000



OVIES & GIGLIO
LISTENING AUDIENCE: 37,100
SOCIAL FOLLOWING: 70,000



A LOYAL AND MOTIVATED AUDIENCE

54%

of podcast listeners
say they would pay
to see live versions of
their favorite shows

Morning Consult, October 2022

68%

of podcast listeners
say they want to buy
from businesses that
support the shows and
hosts they love

Sounds Profitable, 2023

SPORTS PODCAST FESTIVAL

LOCATION, LOCATION, LOCATION



RALEIGH OFFERS:

- A young, affluent population
- 58 direct flights
- Short driving times from DC, Charlotte and Atlanta
- Nearly 1300 downtown hotel rooms with an average cost of just over \$156 per night.



SPONSORSHIP OPTIONS

- TITLE SPONSOR
- AFTERPARTY SPONSOR
- OFFICIAL DRINK SPONSOR
- SHOW ADVERTISER



TITLE SPONSORSHIP

PACKAGE INCLUDES

- Name & logo included on all show advertising
- Name & ad message on all three participating shows in lead up to event
- Show integration
- 10 tickets to show
- In theater signage
- Invite to event kickoff dinner the night before the show featuring all performers.

\$12,000



AFTERPARTY SPONSORSHIP

PACKAGE INCLUDES

- Exclusive advertising presence at official show afterparty
- In theater signage during main show
- 10 tickets to show
- Invite to event kickoff dinner the night before the show featuring all performers.

\$6000



OFFICIAL BEVERAGE SPONSORSHIP

PACKAGE INCLUDES

- On stage shout out acknowledging your role in providing night's signature drink special
- Exclusive pouring rights can be negotiated with The Rialto for an added fee.
- In theater signage during main show
- 6 tickets to show

\$4000



SHOW ADVERTISER

PACKAGE INCLUDES

- Advertising on The Rialto's video screen between performers
- Ad will be seen multiple times during the night
- 2 tickets to show

\$1500



ANY QUESTIONS?

Please email me at demetrithegreek@gmail.com or call me. I love producing this show and am always happy to talk more about it.

September
Creative

RALEIGH, NC • 919-889-4442