

SELLOUT CROWD



**Advertising opportunities with
Oklahoma's new sports content
network**

OUR GOAL: To fundamentally transform how sports stories are told and shared in Oklahoma.

HOW?



OUR NETWORK: Allowing
Oklahoma's best sports content
creators to do what they do best
while finding innovative
sponsorships & revenue
to support them



Sellout Crowd



Podcasts, Video Show

Sellout-Crowd.com

Email, Website

PROPOSED TIMELINE

July 2023

Finalize Investment, Sign Partnerships, Build Websites
Ad Agency Showcase, Outreach to OU, OSU, Thunder

July 2023

“A-Team” Creators Go Dark, Marketing Launches

August 1, 2023

PR Campaign Launch

August 28, 2023

Brand, websites launch,
first week of college football season



Podcasts, Video Show

Sellout-Crowd.com

Email, Website

GO TO MARKET PLAN & TIMELINE

Our All-Star Lineup Includes:



Berry Tramel, The Oklahoman



Jenni Carlson, The Oklahoman



Ed Murray, NEWS9 Legend



Guerin Emig, Tulsa World



Jon Hamm, Thunder expert



Sam Mayes, The Sports Animal



Todd Lisenbee, The Franchise



Eli Lederman, Tulsa World



Brett Dawson, The Athletic

SELLOUT CROWD

TIER 1: “A-Team” Creators



Berry Tramel

SELLOUT CROWD

TIER 1:
High interest
track record

Berry Tramel

Annual Page Views (behind paywall):

1.2 million

Average Monthly Page Views: 103,000

Average Time on Site: 3:30

40,000 Twitter followers

Jenni Carlson

Average Monthly Page Views: 56,000

Todd Lisenbee

2.0 morning show rating

12,000 Twitter followers

6,000 Twitch followers

Sam Mayes

31,000 Twitter followers

SELLOUT-CROWD.COM

AD INVENTORY

Sellout Crowd's brand website, email newsletter and social media are the homes to the best content of our network of content creators, a fan's guide to the day in sports in Oklahoma.

Website ad positions

970x90	\$10,000 per month
300x250	\$7,500 per month
250x250	\$5,000 per month
Total page takeover	\$25,000 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Sellout Crowd Social posts, logo and brand mention

\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$5,000 per month

Individual ad positions: \$1,000 month

*All Pricing is Gross SOC AD DECK, June 2023

SELLOUT CROWD

ABOUT SEGMENT/CONTENT SPONSORSHIPS

Sellout Crowd offers custom-made advertising packages tied to specific coverage or show segments. These elements would be named for the advertiser, accompanied by a logo and/or on-air mention.

Examples of available content/segment sponsorships

- **Sport/team specific:** Oklahoma City Thunder, OU football, OSU baseball, OU softball
- **Event specific:** NBA Playoffs, NBA Draft, College Bowl Season/Specific Bowl, Women's College World Series
- **Content segment specific (podcasts/video shows):** Reader mailbag, weekend score predictions
- **Creator segment specific:** Berry Tramel's travel blog, Todd Lisenbee's soccer coverage

ALL SEGMENT/CONTENT SPONSORSHIPS ARE CUSTOM, IF INTERESTED CONTACT A SELLOUT AD REP

EXAMPLE OF SPONSORED SEGMENT

SC TOP 10

PRESENTED BY
FACEBOOK



SELLOUT CROWD

Berry Tramel

Oklahoma's Most Honored, Experienced and Respected Sports Writer,
Oklahoma Journalism Hall of Fame member



Website ad positions

970x90	\$7,500 per month
300x250	\$5,000 per month
250x250	\$3,500 per month
Total page takeover	\$15,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$5,000 per month

Individual ad positions: \$1,000 month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Berry Tramel brand Instagram and Facebook posts, including logo and brand mention

\$5,000 per month.

SELLOUT CROWD

THE BERRY TRAMEL SHOW, SPONSORED BY YOU



Each week, Berry will produce two live video shows/podcasts (minimum). These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$20,000 per month
Video Show Title Sponsorship	\$20,000 per month
Title Sponsorship (Both Shows)	\$35,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$750 per spot

Midroll, 30 seconds: \$1,500 per spot

Post-roll, 30 seconds: \$750 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

ABOUT TITLE SPONSORSHIPS

Brands that buy title sponsorships for Sellout creator podcasts and/or video shows will be featured and mentioned in the following ways:

- Show introduction/show bumpers
- Show ID's (3-4 per 30 minute episode)
- Show descriptions and logo on podcast listings
- Show description and thumbnails on YouTube, social media
 - In social media captions of show clips on all of the creators social media platforms
 - In any quotes from the show that are included in a creator story or Sellout compilation
- In an editor's note with all of the creator's bylined stories (ie., Berry Tramel hosts the Berry Tramel Podcast, Presented by Your Brand every Monday and Thursday)

SELLOUT CROWD

Jenni Carlson

2022-23 Oklahoma Sports Writer of the Year, Award-Winning Feature Writer and Veteran Columnist



Website ad positions

970x90	\$7,500 per month
300x250	\$5,000 per month
250x250	\$3,500 per month
Total page takeover	\$15,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$5,000 per month
Individual ad positions: \$1,000 month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Jenni Carlson brand Instagram and Facebook posts, including logo and brand mention

\$5,000 per month.

SELLOUT CROWD

THE JENNI CARLSON SHOW, SPONSORED BY YOU



Each week, Jenni will produce two live video shows/podcasts (minimum). These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$20,000 per month
Video Show Title Sponsorship	\$20,000 per month
Title Sponsorship (Both Shows)	\$35,000 per month

In-show ad spots

Pre-roll, 30 seconds:	\$750 per spot
Midroll, 30 seconds:	\$1,500 per spot
Post-roll, 30 seconds:	\$750 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

Guerin Emig

Former Tulsa World and Norman Transcript lead columnist, former Oklahoma sports writer of the year



Website ad positions

970x90	\$5,000 per month
300x250	\$3,500 per month
250x250	\$2,500 per month
Total page takeover	\$10,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$3,000 per month

Individual ad positions: \$500 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Guerin Emig brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE GUERIN EMIG SHOW, SPONSORED BY YOU



Each week, Guerin will produce two live video shows/podcasts (minimum). These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$10,000 per month
Video Show Title Sponsorship	\$10,000 per month
Title Sponsorship (Both Shows)	\$15,000 per month

In-show ad spots

- Pre-roll, 30 seconds: \$500 per spot
- Midroll, 30 seconds: \$1,000 per spot
- Post-roll, 30 seconds: \$500 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

THE ED MURRAY SHOW, SPONSORED BY YOU



OKC broadcasting legend Ed Murray will produce two weekly video shows/podcasts. These ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$10,000 per month
Video Show Title Sponsorship	\$10,000 per month
Title Sponsorship (Both Shows)	\$15,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$750 per spot

Midroll, 30 seconds: \$1,500 per spot

Post-roll, 30 seconds: \$750 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

**THE ED MURRAY NEWSLETTER,
SPONSORED BY YOU**



E-Mail Newsletter, Twice Weekly (Minimum)

Multiple ad positions, one sponsor: \$2,500 per month

Individual ad positions: \$500 month

SELLOUT CROWD

Brett Dawson

NBA Expert, former Oklahoma City Thunder and Los Angeles Lakers beat writer, The Athletic, former Thunder beat writer, The Oklahoman



Website ad positions

970xa90	\$3,000 per month
300x250	\$1,500 per month
250x250	\$1,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,500 per month
Individual ad positions: \$400 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Brett Dawson brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE BRETT DAWSON SHOW, SPONSORED BY YOU



Each week, Brett will produce two live video shows/podcasts (minimum). These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$20,000 per month
Video Show Title Sponsorship	\$20,000 per month
Title Sponsorship (Both Shows)	\$35,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$750 per spot

Midroll, 30 seconds: \$1,500 per spot

Post-roll, 30 seconds: \$750 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

Jon Hamm

Oklahoma City Thunder expert, “one of the Thunder beat’s most prolific content creators”, Dream Team podcast host



Website ad positions

970x90	\$3,000 per month
300x250	\$1,500 per month
250x250	\$1,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,500 per month

Individual ad positions: \$400 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Jon Hamm brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE JON HAMM SHOW, SPONSORED BY YOU



Each week, Jon will produce two live video shows/podcasts (minimum). These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$20,000 per month
Video Show Title Sponsorship	\$20,000 per month
Title Sponsorship (Both Shows)	\$35,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$500 per spot

Midroll, 30 seconds: \$1,000 per spot

Post-roll, 30 seconds: \$500 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

Eli Lederman

Award-winning University of Oklahoma sports expert, lead Sooners football beat writer, Tulsa World



Website ad positions

970x90	\$3,000 per month
300x250	\$1,500 per month
250x250	\$1,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,500 per month

Individual ad positions: \$400 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Eli Lederman brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE ELI LEDERMAN SHOW, SPONSORED BY YOU



Each week, Eli will produce two live video shows/podcasts (minimum).
These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship
month \$15,000 per

Video Show Title Sponsorship
month \$15,000 per

Title Sponsorship (Both Shows) \$25,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$500 per spot

Midroll, 30 seconds: \$1,000 per spot

Post-roll, 30 seconds: \$500 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

Todd Lisenbee

Oklahoma City sports radio morning show anchor, voice of the Central Oklahoma Bronchos, soccer expert



Website ad positions

970x90	\$3,000 per month
300x250	\$1,500 per month
250x250	\$1,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,500 per month

Individual ad positions: \$400 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Todd Lisenbee brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE TODD LISENBEE SHOW, SPONSORED BY YOU



Each week, Todd will produce two live video shows/podcasts (minimum). These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$15,000 per month
Video Show Title Sponsorship	\$15,000 per month
Title Sponsorship (Both Shows)	\$25,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$500 per spot

Midroll, 30 seconds: \$1,000 per spot

Post-roll, 30 seconds: \$500 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

Sam Mayes

Oklahoma State football legend, former NFL player, sports radio talk show fixture in Oklahoma City and Tulsa



Website ad positions

970x90	\$3,000 per month
300x250	\$1,500 per month
250x250	\$1,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,500 per month

Individual ad positions: \$400 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Todd Lisenbee brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE SAM MAYES SHOW, SPONSORED BY YOU



Each week, Sam will produce two video shows/podcasts (minimum).
These sponsorships and ads are available along with other custom opportunities.

Podcast Title Sponsorship	\$15,000 per month
Video Show Title Sponsorship	\$15,000 per month
Title Sponsorship (Both Shows)	\$25,000 per month

In-show ad spots

- Pre-roll, 30 seconds: \$500 per spot
- Midroll, 30 seconds: \$1,000 per spot
- Post-roll, 30 seconds: \$500 per spot

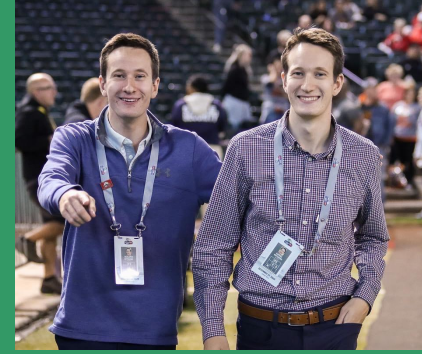
Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

The Hutchens Twins

Innovative young brand focusing on breaking news and covering the rise of Oklahoma State athletics



Website ad positions

970x90	\$3,000 per month
300x250	\$1,500 per month
250x250	\$1,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,500 per month

Individual ad positions: \$400 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Hutchens Twins brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE HUTCHENS TWINS SHOW, SPONSORED BY YOU



The Hutchens Brothers will produce two video shows/podcasts weekly.. These sponsorships and ads are available along with custom opportunities.

Podcast Title Sponsorship	\$10,000 per month
Video Show Title Sponsorship	\$10,000 per month
Title Sponsorship (Both Shows)	\$15,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$500 per spot

Midroll, 30 seconds: \$1,000 per spot

Post-roll, 30 seconds: \$500 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD

The Suave Report

Addam Francisco anchors a creative group of bloggers covering the intersection of sports, fashion and lifestyle in a platform unlike any other in OKC.



Website ad positions

970x90	\$2,000 per month
300x250	\$1,000 per month
250x250	\$2,000 per month
Total page takeover	\$5,000 per month

E-Mail Newsletter

Multiple ad positions, one sponsor: \$2,000 per month

Individual ad positions: \$300 per month

Social Media Sponsorships

Social Media: Exclusive sponsorship of all Suave Report brand Instagram and Facebook posts, including logo and brand mention

\$3,000 per month.

SELLOUT CROWD

THE SUAVE REPORT SHOW, SPONSORED BY YOU

The Hutchens Brothers will produce two video shows/podcasts weekly.. These sponsorships and ads are available along with custom opportunities.



Podcast Title Sponsorship	\$5,000 per month
Video Show Title Sponsorship	\$5,000 per month
Title Sponsorship (Both Shows)	\$8,000 per month

In-show ad spots

Pre-roll, 30 seconds: \$500 per spot

Midroll, 30 seconds: \$1,000 per spot

Post-roll, 30 seconds: \$500 per spot

Custom Opportunities (ask for pricing)

- Host-read ad reads
- Branded content segments
- Product placement (drinks, cups, desk items)
- On-location shows
- Special event shows

SELLOUT CROWD ATHLETES/OTHER CREATORS

Sellout Crowd is building a content creator system featuring top athletes in our state at the high school and college levels, along with individual bloggers, podcasters, YouTubers and social media influencers.

Below are some of the custom sponsorship opportunities being built with our roster of athletes, influencers and creators. If you are interested in partnering with an athlete or creator in our network, contact your Sellout Crowd ad rep.



Social Media Sponsorships

Exclusive sponsorship of athlete/influencer brand Instagram and Facebook posts, including logo and brand mention. Starting at \$3,000 per month.

Content Training Sponsorships

Exclusive sponsorship of Sellout Crowd's content training program for athletes and families. Starting at \$500.

Custom Opportunities (ask for pricing)

Including: Podcast title sponsorships, YouTube channel sponsorships, blog ads, interviews, product endorsements, product placement, sponsored video segments, on-location videos, event appearances.

SELLOUT CROWD THE COMMUNITY



Sellout Crowd is offering brands exclusive access to its community of highly engaged sports content consumer. Advertisers can partner with Sellout Crowd for direct access to readers and the Sellout VIP Members. Sellout's VIP Members pay a premium for exclusive content, access to our creators and sports experiences. For more information, contact your Sellout Crowd ad rep for custom pricing.

Email List access

Advertise directly to Sellout users with access to email subscribers for one of our creators, our entire network or the Sellout VIP membership.

VIP Member Forum

Advertising positions are available on the Sellout VIP Member forum, an exclusive venue for sports discussion in Oklahoma.

Custom Opportunities (ask for pricing)

Including: VIP Member event sponsorship, subscriber product contests and giveaways.