

PARTNERSHIP OPPORTUNITIES



Podcast | Digital Media | Official Development | Community Impact

REAL OFFICIATING. REAL TALK. REAL IMPACT. | underthestripes.com | @UnderTheStripesNetwork

WHO WE ARE



A media network built for the officiating community and the sports ecosystem around it.

Under The Stripes Network is a sports officiating media platform dedicated to education, leadership, industry insight, and authentic conversation. The network gives officials, assigners, athletic directors, coaches, athletes, parents, and sports leaders a professional space to discuss the health of the game.

Mission

To elevate the voices of sports officials and strengthen the game through honest conversation, professional education, and community-driven leadership.

Vision

To become one of the most trusted and respected media communities for sports officials across local, regional, and national sports.

Brand Position

More than a podcast - a movement for the people behind the whistle, the stripes, and the standard of the game.

Why Sponsors Fit Here

- Direct connection to a focused sports audience that values leadership, professionalism, accountability, and community.
- Brand alignment with officials, coaches, athletic departments, sports parents, youth programs, and community leaders.
- Opportunities to support the future of officiating through awareness, recruitment, retention, education, and recognition.
- Premium placement inside podcast episodes, social media content, community initiatives, and digital campaigns.

AUDIENCE + REACH STRATEGY

Designed to grow with officials, athletic leaders, sponsors, and sports communities.

Core Audience

- Sports officials at the youth, middle school, high school, college, recreation, and travel levels.
- Assigners, trainers, rule interpreters, association leaders, and officiating supervisors.
- Coaches, athletic directors, sports administrators, tournament directors, and program leaders.
- Parents, athletes, fans, sponsors, and local businesses connected to the sports community.



Podcast Integration

Brand mentions, host-read sponsorships, segment sponsorships, and episode presenting partner opportunities.

Digital Distribution

Sponsor visibility across YouTube, Facebook, Instagram, short-form clips, stories, and branded announcements.

Community Credibility

Partner with a mission-based network focused on protecting the future of sports through official development.

Sponsor Value Proposition

Under The Stripes Network helps sponsors show up inside meaningful sports conversations - not as background ads, but as partners in leadership, education, and the

SPONSORSHIP OPPORTUNITIES



Flexible placements for launch partners, episode partners, and long-term brand collaborators.

Presenting Sponsor

Top-level brand alignment across an episode, series, or campaign. Includes premium verbal recognition and visual placement.

Episode Sponsor

Sponsor a specific episode topic, opening segment, or featured conversation with host-read recognition.

Segment Sponsor

Own a recurring segment such as "The Call Breakdown," "Official Spotlight," or "Rules & Reality."

Social Media Sponsor

Brand placement in Instagram/Facebook posts, story graphics, reels/shorts, and quote cards connected to episode promotion.

Community Partner

Support official recruitment, retention, appreciation campaigns, education initiatives, and leadership content.

Event/Clinic Partner

Visibility tied to future live events, official development clinics, community panels, or training activities.

All packages can be customized based on campaign goals, duration, platform mix, and production schedule.

LAUNCH SPONSORSHIP PACKAGES



Introductory package structure. Final pricing can be customized by campaign scope.

Package	Best For	Included Visibility	Suggested Launch Rate
Founding Partner	Long-term brand alignment and premium positioning.	Presenting sponsor recognition, verbal ad read, visual logo placement, social posts, story mentions, website sponsor listing, and first right of refusal on future sponsor categories.	\$1,500 - \$2,500 / campaign
Episode Partner	Businesses that want visibility around one focused episode.	Episode sponsor mention, opening/closing recognition, social post tag, episode description mention, and optional 15-30 second host-read message.	\$500 - \$750 / episode
Segment Sponsor	Recurring awareness tied to a named feature.	Segment named by sponsor, verbal mention in the segment, social graphic inclusion, and recurring campaign recognition.	\$300 - \$500 / segment
Social Spotlight	Local businesses, small brands, and community partners.	Sponsored Facebook/Instagram post, story mention, branded caption inclusion, and thank-you recognition.	\$150 - \$300 / post set
Community Supporter	Supporters who want to back the mission.	Thank-you recognition, sponsor listing, and community partner mention on selected network channels.	\$100 - \$250

Note: Rates shown are recommended launch ranges and may be adjusted based on sponsor goals, duration, exclusivity, production needs, and deliverables.

EPISODE + CONTENT INTEGRATION



How sponsors can be included without interrupting the professionalism of the show.

Sponsor Placement Examples

- Presented by message in the intro or opening segment.
- Host-read 15-30 second sponsor message.
- Sponsor logo on episode graphic, quote graphic, or promotional thumbnail.
- Sponsor mention in YouTube description and social captions.
- Story post with sponsor tag and campaign call-to-action.
- Custom partner message tied to official recruitment, retention, appreciation, or leadership.

Sample Host-Read Message

This episode is brought to you by [Sponsor Name], a proud supporter of Under The Stripes Network and the officials who protect the integrity of the game.

Sample Social Caption

Proud to partner with [Sponsor Name] as we continue telling the stories behind the calls and supporting the officiating community.

Sponsor Fit

Best suited for businesses and organizations that value leadership, community, athletics, education, performance, and professional development.

DIGITAL + COMMUNITY ADD-ONS



Additional ways to extend a sponsor campaign beyond one episode.

Add-On	Description	Use Case
Branded Reel/Short	A sponsor-supported short-form video clip from an episode or campaign theme.	Awareness and shareable social reach.
Official Spotlight	Sponsor-supported recognition feature highlighting an official, mentor, assigner, or leader.	Community goodwill and mission alignment.
Recruitment Campaign	Campaign messaging focused on bringing new officials into sports.	Association, school, league, or community sponsor partnerships.
Website Sponsor Listing	Sponsor included on website partner section with logo, short description, and link.	Longer-term credibility and referral traffic.
Event/Clinic Visibility	Sponsor recognition tied to future clinics, panels, training sessions, or community events.	Local and regional business engagement.

PARTNERSHIP PROCESS



A simple workflow from interest to campaign launch.

1. Discovery

Identify sponsor goals, audience fit, preferred platforms, timing, and budget range.

2. Package Selection

Choose a launch package or custom combination of episode, segment, social, website, or community visibility.

3. Creative Approval

Confirm sponsor name, logo, talking points, call-to-action, links, and preferred wording.

4. Production + Promotion

Record or publish sponsorship placements across selected content and social media channels.

5. Follow-Up

Provide confirmation of completed deliverables and discuss renewal or future campaign options.

NEXT STEPS

Let us build a partnership that supports the future of sports officiating.



Under The Stripes Network is now accepting launch partners, episode sponsors, community supporters, and long-term brand collaborators.

Partner With The Stories Behind The Calls

Professional. Purpose-driven. Built for the people who keep the game moving.

Contact

Website: underthestripes.com

sponsors@underthestripes.com

Social: [@UnderTheStripesNetwork](https://www.instagram.com/UnderTheStripesNetwork)

partners@underthestripes.com



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