



HOOP HEADS

— PODCAST —

PRESENTED BY HEAD START BASKETBALL





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GET TO KNOW THE HOOP HEADS PODCAST

The Hoop Heads Podcast is co-hosted by Head Start Basketball Founder Mike Klinzing and Coach Jason Sunkle.

Our line-up of podcast guests includes some of the top minds in the game across all levels, from grassroots to the NBA. Our listeners gain new perspectives on what the best coaches are doing, how they do it, and why they do it.

We also entertain and inform as we share our thoughts on the NBA and college hoops. We are passionately committed to the Hoop Heads Podcast and growing the game of basketball.



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HOSTED BY

MIKE KLINZING
&
JASON SUNKLE

HOOPHEADSPOD.COM



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HOOP HEADS AUDIENCE

- 25 – 55 YEAR OLD BASKETBALL COACHES
PRIMARILY YOUTH, HIGH SCHOOL AND SMALL
COLLEGE COACHES
- OFTEN LISTEN WHILE EXERCISING OR COMMUTING
TO WORK
- INTERESTED IN IMPROVING THEMSELVES AS
COACHES



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METRICS

- 330,436 TOTAL DOWNLOADS TO DATE
- OVER 850 DOWNLOADS PER EPISODE
- 3,200 + TWITTER FOLLOWERS
- 3 EPISODE RELEASES PER WEEK
- LONG TAIL - EPISODES CONTINUE TO GARNER LISTENS WELL AFTER INITIAL RELEASE



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WHAT LISTENERS ARE SAYING



Go Tribe2016, 06/27/2020

A Great Listen For Everyone

The Hoop Heads podcast is a must listen for everyone involved in the game of basketball - coaches, players, parents, officials, and fans! Tremendous insights provided from unique basketball figures all across the country. There is something for everyone! Learn from some fascinating basketball minds from all levels as they share their stories and insights about the game.



Coach Terrell, 07/02/2020

Thought provoking

These guys get to the nuts and bolts of coaching basketball with their guests but it's the truly human stories that come out that are really great! Excellent podcast!!



Coaches vs. Cancer, 08/06/2020

Tremendous

The podcasts are an entertaining resource for coaches and parents with a passion for basketball.



Coach MBK, 02/02/2019

Great Podcast for High School Coaches

The Hoop Heads Podcast has a great lineup of guests from all levels of basketball. I learn something new in every episode that I can apply in my own coaching. This podcast should be in every coach's podcast rotation!



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WHY ADVERTISE ON A PODCAST?

“According to results of a new ComScore study, ads within a podcast were found to be the least intrusive when compared with other types of digital ads. Not only do listeners not mind hearing them, they act on them. The study of 2,000 U.S. respondents ages 18-49 found that 2/3 of listeners have acted on ads they heard in a podcast either by researching a product or service or by actually purchasing something they first heard about in an episode.”

“The demographics of listeners should also be appealing for advertisers: Nearly 1 in 5 Americans between the ages of 18 and 49 listen to podcasts at least once a month. Listeners tend to have a college education, \$100,000 or more in household income, and describe themselves as early adopters of tech, movies, and consumer packaged goods.”

COMSCORE SAYS PEOPLE PREFER ADS IN PODCASTS OVER ANY OTHER DIGITAL MEDIUM

“65% of podcast listeners said podcast ads increase purchase intent while another 45% said that they’re likely to visit an advertiser’s website after hearing an audio promo. Another 42% of listeners said they would consider a new product or service after hearing a plug for a brand, while 37% use podcast ads to help research brands.”

65% OF LISTENERS ARE LIKELY TO BUY A PRODUCT AFTER HEARING AN AD IN A PODCAST.



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WHY ADVERTISE WITH US?

YOUR CUSTOMERS ARE LISTENING!

- Our listeners are your customers. They are men and women who love coaching the game of basketball. They are life-long learners with a growth mindset.
- One way coaches improve themselves and their teams is through listening to podcasts. Hoop Heads has become the go to source for coaching education and insight featuring a who's who of coaching influences.
- Our hosts Mike & Jason are super passionate about the game of basketball and have built a loyal community of coaches through the Hoop Heads Pod, Webinars, Camps, and Social Media.



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Sponsorship Packages

Gold Package: \$1,000/quarter

- *Three months of a 30 second audio ad being played at the beginning of each episode. (3 episodes per week)*
- *An appearance by a company representative on an episode.*
- *Company logo posted as a sponsor on the Hoop Heads Podcast Website.*
- *Company logo included in weekly email newsletter*

Silver Package: \$750/quarter

- *Three months of a 30 second audio ad being played in the middle of each episode. (3 episodes per week)*
- *An appearance by a company representative on an episode.*
- *Company logo posted as a sponsor on the Hoop Heads Podcast Website.*

Bronze: \$500/quarter

- *Audio ad played at the beginning of an episode 2 times during the month.*
- *Audio ad played in the middle of each episode 2 times during the month.*
- *Company logo posted as a sponsor on the Hoop Heads Podcast Website.*

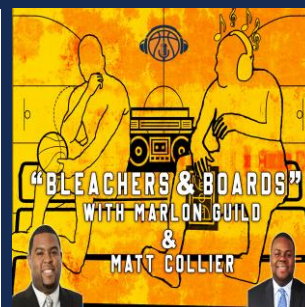
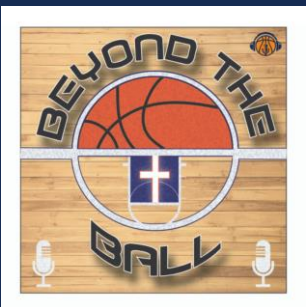


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HOOP HEADS POD NETWORK

We are adding more shows to our network on a regular basis providing more value to our community of listeners. We have shows for coaches, players, parents, and fans with more to come.





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TEAM



JASON SUNKLE
CO-HOST



MIKE KLINZING
CREATOR & CO-
HOST



NICK CIPKUS
MARKETING
MANAGER



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CONTACT US FOR MORE INFORMATION,
ADVERTISING RATES PER SHOW OR
SPONSORSHIP PACKAGE OPPORTUNITIES.

INFO@HOOPHEADSPOD.COM