FRENETIC PACE

MEDIA KIT

2026

- Premium Sports Journalism
- Digital Storytelling
- Brand Partnerships
- Athlete Marketing

freneticpace.com







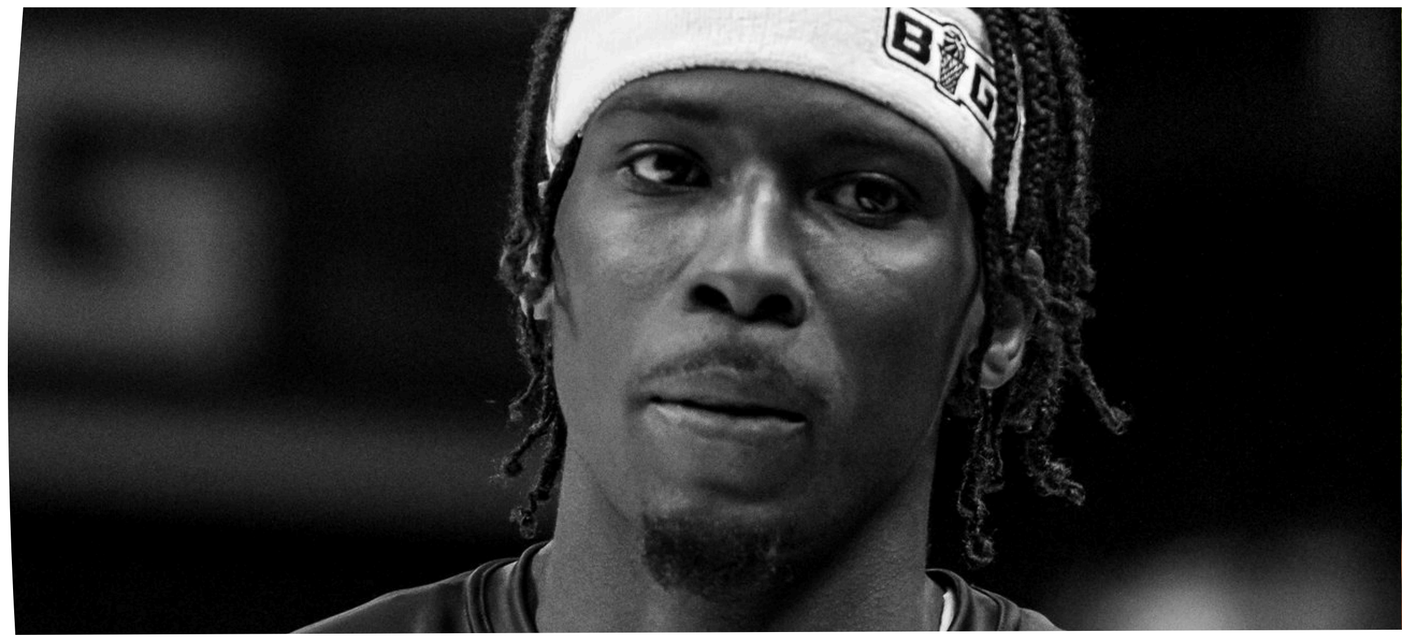
WHO WE ARE

• Frenetic Pace Sports delivers timely sports journalism, visual storytelling and engaging digital content.
• Coverage spans collegiate athletics, professional sports, major sporting events and the stories that matter to fans.
• We build partnerships that connect brands with sports audiences through social media, digital publishing, radio, podcasts and live events.

WHAT WE BRING

• Original sports content
• Premium graphics and visual storytelling
• Short-form and long-form video
• Multi-platform distribution
• Growing audience and community
• Custom brand integrations







OUR MISSION

To shape the future of sports media by becoming the most influential destination for enthusiasts seeking authentic stories, trusted journalism and unforgettable moments.



AUDIENCE & REACH

GROWING EVERY MONTH

4M + (FOUNDER)
297,051+
CONTENT VIEWS
Last 28 Days

+51.9%
GROWTH
Compare to Previous 28 Days

36k + (FOUNDER)
13,000+
COMBINED SOCIAL FOLLOWERS

61.3%
REACH FROM NEW AUDIENCES

500+
ORIGINAL CONTENT PIECES PUBLISHED
Last 30 Days

32,512
CONTENT VIEWS
(Main Page)

17,817
REACTIONS
(Main Page)

CONTENT BY TYPE



SOCIAL MEDIA PARTNERSHIP

CHANNEL SPONSORSHIP

• Sponsor one of our social media channels.
• Your business name appears in a banner placement at the bottom of each sponsored graphic.

BRAND TAGGING

• We check in at or tag your business on each sponsored post.
• Ideal for sustained local or regional visibility.

DEDICATED BUSINESS POST

• A post focused entirely on your business, product, service or promotion.

PRODUCT PLACEMENT

• Feature your product in a sports photo or original social video.

BRANDED GRAPHICS

• Replace the standard Frenetic Pace branding with your logo.
• Includes 'Sponsored by' or 'Support Our Sponsors' messaging.

24/7/365 RADIO TALK SHOW

SPORTS RADIO

STATION SPONSORSHIP

• Sponsor the entire 24/7/365 station and receive broad, recurring brand visibility.
• Each 60-minute block includes 15 minutes of advertising.
• Available as 30-second spots or 60-second spots.

SHOW SPONSORSHIP

• Sponsor a one-hour radio show and associate your brand with the full program.

5-MINUTE BUSINESS FEATURE

• Appear as a guest and receive approximately five minutes focused on your company, history, products, or other audience specific messaging.

LIVE BROADCAST AT YOUR BUSINESS

• We come to your business and broadcast a show on location.

PODCAST PARTNERSHIPS

Integrated video, host-read and in-studio opportunities.

PODCAST TITLE SPONSOR

- Your logo stays visible throughout the 45-minute video.
- Host discusses your business or product once during the episode.

EPISODE SPONSOR

- Your logo stays visible throughout the 45-minute episode.
- Host discusses your business or product once.

30-SECOND HOST-READ

- Six advertising spots per 45-minute podcast.
- Host reads the ad; a still graphic appears during the spot.

APPAREL SPONSORSHIP

- Provide a branded hat or T-shirt for hosts/guests to wear throughout the episode.

PRODUCT & SET PLACEMENT

- Place products in the podcast video or feature company signage behind the speaker.

ON-LOCATION PODCAST

- We come to your business and record the podcast with you.

GUEST FEATURE

- Join the podcast as a guest for approximately five minutes focused on your story, company or products.

NEWSLETTER SPONSORSHIP

Own the inbox across our regional and national newsletters.

SINGLE ISSUE SPONSOR

• Sponsor one issue of one newsletter.

ENTIRE NEWSLETTER SPONSOR

• Sponsor an entire newsletter edition/series.
• Available across Eastern Michigan, Michigan, Michigan State and Frenetic National.

BANNER ADVERTISING

• Two banner advertising placements are available in each newsletter.

THE PACE

ADVERTISING

Digital placements and branded features across the website

FULL-PAGE OVERLAY
• High-visibility overlay placement across the website.

ARTICLE FULL-PAGE OVERLAY
• Target readers on individual article pages.

SPONSORED ARTICLE
• Brand-focused editorial feature created around your business, product or campaign.

BANNER ADVERTISEMENTS
• Display advertising placements across FreneticPace.com.

PHOTO SLIDESHOW AD
• Visual advertising integrated into photo slideshow content.

DAILY TRIVIA SPONSOR
• Brand your daily trivia feature and associate your business with recurring engagement.

MERCHANDISE PARTNERSHIP
• Feature your merchandise in the Frenetic Pace online store.

LIVE SCORES SPONSOR
• Brand visibility alongside live scores and game-day utility.

COMMENTING SPONSOR
• Sponsor the conversation around articles and community discussion.

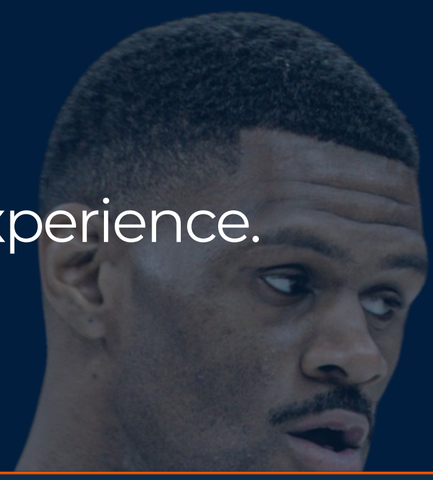
FRENETIC PRO SPONSOR
• Brand presence within the Frenetic Pro experience.

STANDINGS SPONSOR
• Sponsor standings pages and recurring team-performance traffic.

TEAMS & STATS SPONSOR
• Brand visibility around team pages and statistics.

EVENT PARTNERSHIPS

Bring the Frenetic Pace audience into real-world experience.



CUSTOM EVENT AT YOUR BUSINESS

• We build a custom event at your location designed around your business and audience.

EVENT SPONSOR

• Associate your brand with a Frenetic Pace event and receive event-wide visibility.

EVENT BANNER ADVERTISING

• Place your brand on physical advertising banners at our events.

MERCHANDISE AT EVENTS

• Your merchandise can be displayed and made available at our events.

INTEGRATED BRAND CAMPAIGNS

Combine platforms for a campaign built around your goals.

SOCIAL + DIGITAL

- Social channel sponsorship
- Dedicated business post
- Website banner or sponsored article
- Product placement

RADIO + PODCAST

- Radio show or station sponsorship
- Podcast episode sponsorship
- Host-read advertising
- Guest or on-location feature

NEWSLETTER + WEBSITE

- Newsletter sponsorship
- Two newsletter banner placements
- Website advertising
- Sponsored article

FULL-SCALE PARTNERSHIP

- Social media
- Radio
- Podcast
- Newsletter
- FreneticPace.com
- Events

Custom packages and campaign pricing are available based on scope, duration, production and distribution.

DIGITAL REACH & PERFORMANCE

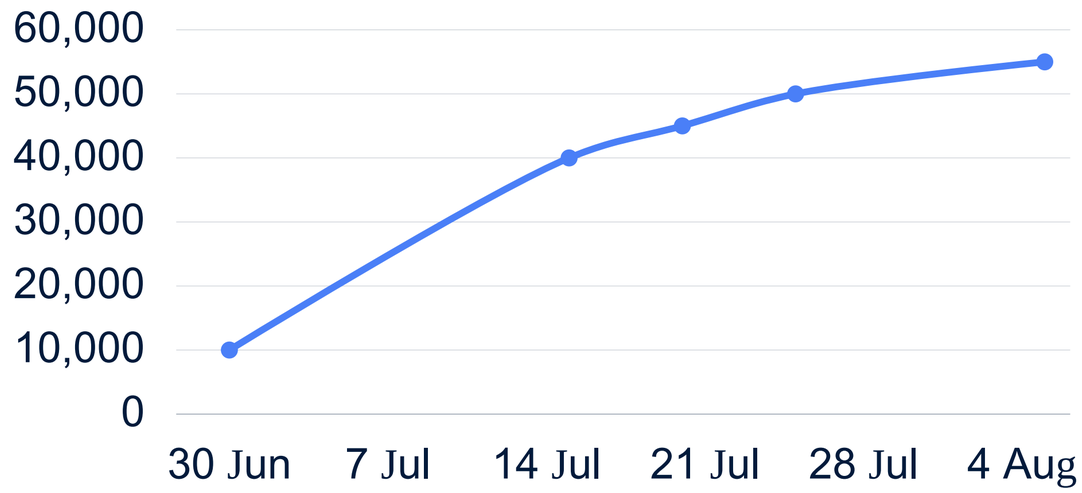
FOLLOWERS VS NON-FOLLOWERS



61.3%
NON-FOLLOWERS

38.7%
FOLLOWERS

CONTENT VIEWS LAST 28 DAYS



CONSISTENT PUBLISHING

MULTI-PLATFORM DISTRIBUTION

ENGAGED AUDIENCE

GROWING COMMUNITY

OUR COVERAGE

Complete sports coverage across all professional, collegiate, and international sports.

NFL

NBA

MLB

NHL

MLS

NCAA

FIFA

& MORE

PARTNERSHIP PACKAGES

STARTER

STARTING AT

$750 /MO

- 10 Website Banner Advertisement
- One Sponsored Article
- One Social Media Promotion
- One 20-secs Ads on Podcast

GROWTH

STARTING AT

$1,500 /MO

- 20 Website Banner Advertisement
- One Sponsored Article
- Two Short-Form Videos
- Social Media Promotion
- Three 20-secs Ads on Podcast

PREMIUM

STARTING AT

$2,750 /MO

- 50 Website Banner Advertisement
- Two Sponsored Articles
- Two Short-Form Videos
- One Long-Form Feature
- Featured Homepage Placement
- Ten 20-secs Ads on Podcast

Pricing varies based on campaign scope, deliverables, and distribution. Partner with Frenetic Pace!

INDIVIDUAL SERVICES & RATES

SERVICE	STARTING AT
Website Advertisement	$100
Sponsored Article	$300
Product Feature	$350
Short-Form Video (15-60 sec)	$450
Long-Form Video Featurre	$1,000
Content Bundle (Article + Video)	$900
Custom Brand Campaign	Contact Us

Rates can be customized by platform, duration, production and campaign scope.

WHY BRANDS CHOOSE FRENETIC PACE SPORTS

- ✓ Professional Sports Journalism
- ✓ Growing & Engaged Audience
- ✓ Premium Sports Graphics
- ✓ Fast Turnaround & Reliable
- ✓ High-Quality Video Production
- ✓ Creative Campaign Development
- ✓ Entrepreneurial Vision & Execution
- ✓ Passionate Sports Community

OUR PARTNERS

Proud to work with brands, teams, and organizations that share our passion for sports.

FUTURE PARTNERS
JOIN THE MOVEMENT



AUTHENTIC PARTNERSHIP

MEANINGFUL EXPOSURE

REAL RESULTS

LONG-TERM GROWTH

LET'S WORK TOGETHER

Frenetic Pace is here to be your teammate. Whether you're launching a new product, promoting an event, or building brand awareness, Frenetic Pace Sports offers partnership opportunities designed around your specific goals.

CREATE SOMETHING POWERFUL WITH FRENETIC PACE SPORTS!

FRENETIC PACE SPORTS

freneticpace.com

frenetic@freneticpace.com

SCAN TO VISIT OUR WEBSITE