



Purple FTW! PODCAST

2015 Sponsor Prospectus

PurpleFTW.com

“Andy is a true Minnesota Vikings fan and treats his podcast with class and fervor. It’s always a treat listening.”

Paul Allen

Radio Play-By-Play Voice
of the Minnesota Vikings

About Purple FTW!

Born in 2013, the Purple FTW! Podcast has grown exponentially via grassroots movements and social media to develop a cult following and has become the most downloaded independent Minnesota Vikings podcast today. The show has produced 129 Episodes to date (as of June 23rd, 2015), with an average of 15,000 unique downloads per month. For the 2015 season, Purple FTW! Will shift to a three episode-per-week format and expects to see even more significant growth in our listenership.



Host Andy Carlson is NOT a Journalist or Reporter, merely a jackass fan with a microphone. His tongue in cheek/everyman" schtick has endeared himself to the his audience. He doesn't pretend to be an expert (like most so-called experts on TV/Radio), he's just a fan like them. That resonates in a fashion no other Minnesota football show does.

Since January 2014, Purple FTW! has been partnered with Vikings Territory. A relationship that has been massively beneficial for both parties in terms of increasing fan engagement as well as driving and merging traffic and content.

How Can We Help YOU?

For the first time ever, we're opening our doors to sponsorship partners to share their message to our carefully cultivated audience.

Above all, we're looking for PARTNERS in this endeavor. Sponsorship partners that will appeal to our avatar and serve our audience as we serve them. We believe in sponsorship arrangements that will be beneficial for all parties involved: the sponsors, Purple FTW!, and the audience.

Let us share your message and product/service via prominently placed ads and reads on our podcast, themed events around your message, as well as traditional ad placements on our website PurpleFTW.com. You will find our rates are significantly lower than traditional mediums as we have much lower overhead. Lower prices will allow you to reach potential customers more efficiently and at a might higher ROI for your marketing dollar.

Win. Win. Win.



Facts & Figures



#1 Downloaded Independent Vikings Podcast



15,000 Unique Downloads Per Month on Average

Over 4500 Social Media Followers & Fans



Show Available On These Mainstream Formats



Proud Partner With



4,104,397 Page Views

From 6/1/14 to 5/31/15

Recent Guests Include

- Paul Allen** Vikings Radio Voice
- Henry Thomas** Former Viking
- Darrin Nelson** Former Viking
- Todd Steussie** Former Viking
- Matt Waldman** Rookie Scouting Portfolio
- Luke Inman** eDraft
- Arif Hasan** Bleacher Report
- Eric Galko** Optimum Scouting
- Tom Schreier** 105 The Ticket/Cold Omaha
- Sam Eckstrom** 105 The Ticket/Cold Omaha
- Christopher Gates** Daily Norseman

Why Advertise on Podcasts?

- **Captive Audience**
- **Motivated Listenership**
- **Measurable Success**
- **Targeted Demographic**
- **Rapidly Growing Medium**
- **Authentic Message Delivered by Host**
- **Highest ROI For Your Marketing Dollar**
- **More Engagements Per Ad Than Radio**
- **Affordability - Your Marketing \$ Goes Further Than Advertising on Traditional Mediums Like Radio, TV, Print, etc**

Ad Placement On the Podcast

Pre-Roll

20-second pre-recorded advertisement that runs before the introduction music. Pre-Roll ads are rotated among the Gold Sponsors. New ad will be recorded by us every 4 plays.

Mid-Roll

30 second LIVE ad read in middle of episode. Mid-Rolls are most receptive to listeners as they're in the flow of the show. Rotated among Ragnar Sponsors. New ad every 4 plays.

Purple FTW!

Podcast

Valhalla Studio Name

Every episode will be opened with: "Purple FTW! Podcast coming to you LIVE from the (Valhalla Sponsor) Studio..." Your name ingrained into the intro of every episode!

End-Roll

20-second pre-recorded advertisement that runs at the end of the program, two per show. End-Roll ads are rotated among the Silver Sponsors. New ad every 8 plays.

Sponsor Packages

Packages Based on Three Episodes per Week from July 24th Training Camp Through End of Season (Minimum 70 Shows)

Valhalla \$3000

- Title Sponsor Duration of 2015 Season – Minimum 70 Shows
- Naming Rights of Studio. Read at Top of Every Episode
- Banner Ad on Website Run Until January 31st, 2016
- Featured Logo/Link Below Every Episode Player
- Special Sponsor Themed Episode - One of YOUR Reps as Guest
- Weekly Facebook/Twitter Shoutouts During the Season
- Logo/Link on Friends of Purple FTW! Page

One Package Available

Ragnar \$1000

- Mid-Roll Live-Read Rotation with Other Ragnars
- Minimum of 17 Plays on 70 Shows
- Sidebar Ad on Website Run Until January 31st, 2016
- Facebook/Twitter Shoutouts Every Other Week During the Season
- Logo/Link on Friends of Purple FTW! Page

Four Packages Available

Gold \$500

- Pre-Roll Ad Placement
- Minimum of 11 Plays on 70 Shows
- Footer Ad on Website Run Until January 31st, 2016
- Two Facebook/Twitter Shoutouts During the Season
- Logo/Link on Friends of Purple FTW! Page

Six Packages Available

Silver \$300

- End-Roll Ad Placement (Two End-Roll Spots per Show)
- Minimum of 22 Plays on 70 Shows
- One Facebook/Twitter Shoutout During the Season
- Logo/Link on Friends of Purple FTW! Page

Six Packages Available

***Sponsor Package Pricing INCLUDES Playoffs!

Testimonials

"Over nine years of running The Daily Norseman for SB Nation, I've had an opportunity to be a part of a lot of interviews. I can honestly say that the episode of Purple FTW! that I did with Andy Carlson was one of the most enjoyable that I've been a part of. The casual style is very easily accessible to fans of the Minnesota Vikings, and we were able to have a very good discussion about our favorite football team that had plenty of wit and humor sprinkled in. Any Viking fan that wants a different perspective about the purple and gold would be well-served to make Purple FTW! one of their regular listening experiences."

Christopher Gates | Founder & Editor of The Daily Norseman | SB Nation

"I'll admit I wasn't originally a regular podcast listener, but when I learned of Purple FTW! and started tuning in, it made a believer out of me. Andy hosts the show with a perfect combination of quick wit and sarcastic banter but also a legitimately high football IQ that makes the show a must-listen for any Vikings fan. He has a real knack for keeping his fans engaged, and I'm impressed with the variety of guests he's had on the show, from Paul Allen to Darin Nelson. I've been a guest on the podcast myself, and it never fails to be a great time. Andy is well-organized, uses effective timing, and facilitates a good rhythm for the show."

Lindsey Young | Writer | Vikings Territory & Vikings.com

"I know two things will happen when I'm on the Purple FTW! Podcast: Time will fly and I'll get positive feedback from listeners. I can't say that about every podcast. Andy Carlson infuses the show with knowledge, creativity, and a sense of humor. The Purple FTW! Podcast is a must-listen for the NFL fan."

Matt Waldman | Writer & Analyst | Rookie Scouting Portfolio

"Andy is a true Minnesota Vikings fans and treats his podcast with class and fervor. It's always a treat listening."

Paul Allen | KFAN 100.3 | Radio Play-By-Play Voice of the Minnesota Vikings

Contact

Think Purple FTW! is the right advertising partner for you? Let's chat.

Andy Carlson

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purpleftw.com/contact



Andy & the Newest Vikings Fan Margaret