



MEDIA KIT

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*We do it for the culture,
by the culture,*

becuz we are the culture.

Hosted by Gary Jackson Jr. & Cary Jackson

For sponsorship inquiries: blsportstalk@gmail.com

01 | ABOUT G & C SPORTS TALK

The People's Source for Sports.

G&C Sports Talk is not a highlight reel. It's a cultural commentary platform that uses sports as the lens to explore life, identity, competition, and what makes us human.

Hosted by twin brothers Gary and Cary Jackson Jr., the show has been running every Tuesday since 2019 — over 330 episodes of consistent, community-driven sports conversation.

Our audience comes to us not just for sports analysis — but because we're the friends they trust to break it down honestly, connect it to real life, and always keep it cultural.

No network. No gatekeepers. Just the culture.



Show at a Glance

Show Name	G&C Sports Talk
Hosts	Gary Jackson Jr. & Cary Jackson — twin brothers, lifelong sports fans
Format	Live weekly show — every Tuesday at 7:00 PM Central
Length	60–65 minutes per episode
Episode Count	330+ episodes (and counting) since 2019
Years Running	7 years of consistent, uninterrupted publishing
Distribution	YouTube, Spotify, Apple Podcasts, Facebook, Twitch — global reach
Tagline	We do it for the culture, by the culture, becuz we are the culture

02 | REACH & AUDIENCE

330+ episodes. 7 years. Every single Tuesday.

Consistency is rare in the creator economy. Most shows don't survive their first year. G&C Sports Talk has been showing up for its audience every week since 2019 — and that loyalty runs both ways.

Platform Reach

330+ Episodes Published	7 Years On the Air	1,000+ Instagram Followers	152 YouTube Subscribers
Global Spotify & Apple Reach	Weekly Live Every Tuesday	Multi-Platform YouTube · Podcast · Social	Growing Email & Substack Lists

Audience Profile

Geographic Reach	National and global — distributed via Spotify and Apple Podcasts to listeners across the US and internationally. Core community ties in Ruston, Louisiana and the DFW Metroplex.
Audience Type	Sports fans, cultural commentators, creators, and everyday people who want more than just scores — they want the story behind the game.
Engagement Style	Loyal weekly listeners who follow the full episode, not just clips. Community-oriented — they come back because of the relationship with the hosts.
Age Range	Primarily 25–45 — adults who grew up with the culture and want commentary that reflects their experience.
Platform Behavior	Multi-platform consumers — podcast listeners who also engage on Instagram and YouTube. The audience meets us where they are.
Growth Trajectory	Active growth phase across all platforms. Email list and YouTube channel in active development as primary owned-media channels.

Why Early Partners Win

Ground-floor access. Premium rates. First-mover advantage.

Brands that partner with G&C Sports Talk now are buying in before the curve. As the audience grows, so does the value of your sponsorship — but the rate stays locked for early

- Direct, personal ad reads — not programmatic, not automated. The hosts read your spot in-voice.

- Loyal niche audience — smaller but highly engaged, not passive background listeners
- No competing sponsor clutter — maximum 2 sponsor spots per episode
- Cultural alignment — your brand placed inside trusted, authentic sports conversation
- Flexible formats — episode sponsors, segment sponsors, social integrations, and custom packages

03 | CONTENT & SHOW FORMAT

What We Cover

G&C Sports Talk goes beyond the box score. Every episode blends sports analysis with cultural commentary, personal storytelling, and real-talk takes that connect the game to everyday life.

Primary Coverage	NFL, NBA, College Football, College Basketball — the biggest stages in American sports
Cultural Angle	Sports through the lens of race, identity, music, community, and personal growth
Format	Debate, reaction, storytelling, and structured recurring segments — never just a recap
Tone	Knowledgeable friends in the barbershop — informed, opinionated, warm, and real
Unique Value	The human story first. Stats are context, not the point.

Recurring Segments

These segments run every week and are the most recognizable parts of the show — prime sponsorship placement opportunities.

Flag on the Play	Calling out the bad decisions, wrong takes, and controversial moments of the week — the segment everyone talks about
When Life Comes at You Fast	Connecting a sports moment to a real-life lesson. Where sports meets personal growth.
Money Shot	The biggest play, moment, or storyline of the week — the one thing everyone needs to know
Weekly Music Picks	Sports meets culture. The music that matches the energy of the week in sports.

Content Distribution

Every episode feeds a full content ecosystem — one recording becomes weeks of content across multiple platforms.

- Full episode — YouTube (long-form) + Podcast (Spotify, Apple)

- Short clips — YouTube Shorts, Instagram Reels via OpusClip
- Pull quotes — Instagram carousels and social graphics
- Written recap — Beyond the Headlines email newsletter
- Long-form editorial — From a Fan's Perspective (Substack)
- Live stream — YouTube, Facebook, and Twitch simultaneously every Tuesday

04 | SPONSORSHIP OPPORTUNITIES

All sponsorships are delivered as personal, in-voice host reads — not pre-recorded ads. Your brand is recommended by Gary and Cary directly to their audience. That's the difference between advertising and trust.

Maximum 2 sponsor slots per episode. Your brand never competes for attention.

PRESENTING SPONSOR — TIER 1

\$250 / episode | \$900 / month

- ✓ 60-second pre-roll host read — first position, every episode
- ✓ Named as the presenting sponsor: 'G&C Sports Talk brought to you by [Brand]'
- ✓ Brand mention in the episode title and YouTube description
- ✓ Branded shoutout on Instagram and social platforms each week
- ✓ Logo placement on episode thumbnail (YouTube)
- ✓ First right of refusal on segment sponsorships
- ✓ Monthly performance recap — reach, impressions, engagement

SEGMENT SPONSOR — TIER 2

\$150 / episode | \$550 / month

- ✓ 45-second mid-roll host read — integrated into a recurring segment
- ✓ Segment named after your brand (e.g., 'The [Brand] Money Shot')
- ✓ Brand mention in show notes and YouTube description
- ✓ Weekly social mention — Instagram story or post
- ✓ Monthly performance recap

COMMUNITY PARTNER — TIER 3

\$75 / episode | \$275 / month

- ✓ 30-second end-roll host read — closing brand recommendation
- ✓ Brand mention in show notes and YouTube description
- ✓ Bi-weekly social mention across platforms
- ✓ Access to custom packages — ideal for local businesses in Ruston/DFW

CUSTOM PACKAGE

Have a specific idea? We build custom sponsorship packages for brands that want deeper integration — newsletter features, social campaigns, multi-episode series, or local event tie-ins. Let's talk.

Reach out: blsportstalk@gmail.com

05 | WHY PARTNER WITH G&C SPORTS TALK

Consistency You Can Count On

330+ episodes. 7 straight years. Every Tuesday at 7 PM. That's not a hobby — that's a media operation. Your brand attaches to something that shows up, week after week, without fail.

Cultural Authority

G&C Sports Talk is the people's source for sports. The audience doesn't just consume the show — they trust it. A host read from Gary and Cary carries the weight of a personal recommendation, not an ad.

Local Roots, National Reach

Deep community ties in Ruston, Louisiana and the DFW Metroplex — with global distribution through Spotify and Apple Podcasts. Local businesses get hyper-targeted access. National brands get cultural reach.

Early Partner Advantage

The show is in active growth. Brands that come in now lock in founder-level rates. When the numbers scale, the relationship stays — but the price won't.

06 | LET'S WORK TOGETHER

Ready to reach the culture?

We'd love to build something with you.

 blsportstalk@gmail.com

 YouTube: G&C Sports Talk

 Instagram: @gcsportstalk

 Spotify & Apple Podcasts: G&C Sports Talk

Stay locked in — G & C