



SPONSORSHIP & ADVERTISING PACKET

2026 Media Kit

REAL SPORTS TALK. UNBIASED TAKES.

NCAA Football | NCAA Basketball | NFL | NBA

Partner With X-Factor Sportz



The X-Factor Sportz Podcast is a growing sports media platform built for fans who want bold opinions, real debate, weekly predictions, rankings, and authentic sports commentary — from the college game to the pros.

Hosted by Jay Mondaine, the show delivers a barbershop-style conversation with professional media production. New episodes drop weekly on YouTube, with audio distribution and short-form content extending the brand's reach across all major social platforms.

7,769 YouTube Subscribers	1,357 Avg. Full Episode Views	2,375 Avg. Shorts/Reels Views
23,579+ Total Social Followers	3,482 Podcast / Audio Downloads	97% Male Audience

Core Coverage

NCAA Football, NCAA Basketball, NFL, and NBA — including draft coverage, rankings, predictions, playoff takes, award debates, and weekly reaction content.



A Premium Sports Audience



X-Factor Sportz delivers partners direct access to a high-value, hard-to-reach audience: sports-engaged men ages 25–44 who are active buyers in automotive, apparel, food and beverage, financial services, and live events.

Audience Profile

97% male audience with strongest concentration in the 25–34 and 35–44 age groups.

Markets Reached

National U.S. audience with strong Midwest presence — particularly Kansas City and Chicago.

Content Behavior

Weekly full-length episodes plus short-form clips engineered for repeat social discovery and sharing.

Brand Fit

Ideal for sports bars, restaurants, apparel, automotive, grooming, insurance, finance, and legal brands.

Trust Factor

Host-read endorsements feel like personal recommendations — not interruptions. That distinction drives real conversion.

Buying Context

This audience attends events, buys gear, follows the games, and engages actively around every major sports moment.

Positioning: The X-Factor Sportz Podcast is where sports fans come for real talk — not watered-down takes. Sponsors align with a voice that is authentic, consistent, and trusted.

Advertising Opportunities



A partnership with X-Factor Sportz creates repeated weekly brand visibility across video, audio, social media, livestreams, and live event activations.

Host-Read Ad Mentions

Organic, trusted sponsor reads delivered personally by Jay Mondaine during every episode.

YouTube Visibility

Brand placement in episode descriptions, pinned comments, and visual assets across the YouTube channel.

Short-Form Social Support

Sponsor shoutouts, promo reels, and branded clips distributed across Instagram, TikTok, Facebook, X, and YouTube Shorts.

Live Stream Integration

Activation opportunities during draft shows, watch parties, playoff coverage, and live sports events.

Custom Campaigns

Seasonal pushes built around NFL Draft, March Madness, NBA Playoffs, NFL Kickoff, and Super Bowl.

3-Tier Advertising Packages



Competitive monthly packages built for local businesses, regional brands, and national advertisers.

ENTRY LEVEL

STARTER

\$350

/month · Best for local visibility

- ✓ 1 host-read mention per weekly episode
- ✓ Logo and link in episode description
- ✓ 1 monthly social sponsor shoutout
- ✓ Flexible month-to-month commitment

MOST POPULAR

GROWTH

\$750

/month · Best overall value

- ✓ 2 host-read mentions per weekly episode
- ✓ Logo in description and pinned comment
- ✓ 1 monthly sponsor spotlight reel
- ✓ Recurring social brand placements (2×/month)
- ✓ Priority livestream mentions
- ✓ Quarterly performance recap

PREMIUM

TITLE SPONSOR

\$1,500

/month · Premium brand position

- ✓ "Presented by" episode sponsorship
- ✓ Opening and mid-show host-read mentions
- ✓ Top placement across all platforms
- ✓ 2 dedicated sponsor reels per month
- ✓ Live event and watch party activation
- ✓ Category exclusivity available
- ✓ Monthly strategy session with Jay

Custom packages available: Seasonal campaigns, event sponsorships, product giveaways, dedicated social campaigns, affiliate partnerships, and annual sponsor agreements. Contact us to build the right structure for your brand.

Add-Ons & Event Activations



The strongest campaigns pair a host-read endorsement with a clear, compelling offer — promo code, QR code, landing page, event invite, giveaway, or a limited-time deal.

ADD-ON / ACTIVATION	STARTING RATE	BEST USE
Dedicated Social Reel / Short	\$150	Product demos, promo codes, restaurant offers, event pushes
Sponsored Segment	\$200	Weekly rankings, NFL X-Factors, NBA playoff takes, draft grades
Livestream Sponsorship	\$300	Draft night, playoff reaction shows, fantasy and picks coverage
Giveaway Integration	\$250 + product	Merchandise, gift cards, event tickets, local business promos
Live Event Sponsorship	\$500+	Watch parties, draft parties, sports bar brand activations
Category Exclusivity	Custom	Exclusive lock on your business category for the full term

Best-Fit Sponsor Categories



Sports Bars & Restaurants

Game-day traffic, watch party promotions, wing specials, and happy hour offers.

Automotive Dealers

Truck and SUV buyers, service specials, and local community brand awareness.

Apparel & Sneakers

Sports lifestyle buyers, merch buyers, athletes, and casual fan culture.

Men's Grooming & Barbershops

A natural fit — male 25–44 audience with recurring, high-frequency consumer behavior.

Insurance / Finance / Legal

Trust-driven local authority brands that benefit from repeated weekly brand recognition.

Fantasy / Sportsbook

Responsible, compliant campaigns built around picks, sports engagement, and fan excitement.

Gyms & Wellness

Sports-minded men focused on fitness, performance, and an active lifestyle.

Event Venues & Promoters

Draft parties, playoff events, March Madness, Super Bowl, and live entertainment.



Seasonal Campaign Moments



Sports sponsorship performs best when aligned with fan attention. X-Factor Sportz gives advertisers high-impact entry points throughout every quarter of the year.

JAN – FEB

NFL Playoffs, Super Bowl previews, NBA midseason debates, NCAA conference races

MAR – APR

March Madness, Final Four, NBA playoff seeding, NFL Draft coverage

MAY – JUN

NBA Playoffs and Finals, draft grades, offseason analysis, motivational content

JUL – AUG

NFL training camp, fantasy football launch, college football previews, season predictions

SEP – DEC

NFL weekly picks, NCAA football rankings, NBA season launch, rivalry games, award debates

Recommended strategy:

Partners who commit to a minimum 3-month window around a season or tentpole event achieve compounding brand recognition — the kind that turns awareness into purchase intent.

Why Jay Mondaine?



Brand Voice

Bold, direct, energetic, barbershop-style, informed, entertaining, and sponsor-friendly.

Host Background

Jay Mondaine built this audience from the ground up — one episode, one take, one honest sports conversation at a time.

Jay Mondaine brings a clear, authentic, sports-first voice to The X-Factor Sportz Podcast. The show blends sharp analysis, debate-driven commentary, rankings, predictions, and a fan-first tone that feels real — because it is.

For advertisers, that distinction matters. Your brand is not dropped into a random ad slot — it is introduced by a host with trust, consistency, and an audience that comes back every week specifically for his perspective.

"The audience follows the show for honest sports conversation — not corporate talking points. That authenticity is exactly what makes sponsor endorsements actually work."





LET'S BUILD A WINNING PARTNERSHIP

Put your brand in front of a growing, loyal sports audience every week — through trusted host-read advertising, multi-platform social content, live event opportunities, and custom campaign packages.

READY TO ADVERTISE?

advertise@xfactorsportz.com

YouTube: @xfactorsportz1328

*Monthly sponsorships · Seasonal campaigns · Live event sponsorships · Product integrations
Category exclusivity · Annual contracts · Custom packages*