

MEDIA & SPONSOR PRESS KIT

MAY 2022

WINGMAN



OF THE YEAR



WINGMAN OF THE YEAR

ANYONE CAN BE A WINGMAN!
LIFESTYLE DIGITAL MEDIA COMPANY
ESTABLISHED 2020
WWW.WINGMANOFTHEYEAR.COM



Wingman Of The Year



@wotyofficial



@wingmanoftheyear



@wotyofficial



@WOTYofficial



WINGMAN OF THE YEAR

WHO ARE WE?

Wingman Of The Year (WOTY) is a lifestyle digital media and entertainment company. Founded by Hunter Werner, Wingman Of The Year is based on the morals that "anyone can be a Wingman" by providing exciting content through the Wingman way of life! We offer a wide variety of content on our network. Our content ranges from a weekly interview based podcast called "Winging It," to our adventurous vlogs on YouTube. We also have short form content on TikTok/Instagram/Facebook, with more content coming soon! We also have our exclusive merchandise line. We are dedicated to providing everything you'll need to be entertained.

CONTENT

HIGHLIGHTS

- "Winging It" Our Weekly Podcast which features guest interviews, trending topics, and wingman nominations/stories.
- Weekly YouTube content where we showcase vlogs, Wingman series, behind the scenes, and more.
- Immersive Content (Short & Long Form) on Instagram, Facebook, Twitter, and TikTok.
- Weekly Blogs on our website.
- Exclusive Interviews With Tosh.O Star Shoenice, Two Buttons Deep Personality Billy Floyd, Adult Entertainer Bridgette B, Founder of Comedy Central Art Bell, and more.
- We have over 175 pieces of original content.
- Collaborated with Two Buttons Deep, Adirondack Thunder, Saratoga SantaCon, and Whitehall Sasquatch Festival for brand specific content.
- Major Media Partner for the Dark Shadows Ent. Concert Series in Rutland, VT.



MEDIA CREDENTIALS



TOTAL BRAND REACH

These total numbers are based on our total views, likes, and followers that our brand has obtained across all of our platforms (Latest numbers from May, 2022).

4,617,820

483,004

VIEWS

LIKES

389

14,918

CPM PLAYS
(AVG. PER PODCAST)

TIME WATCH
(HOURS)

13,419

5,100,824

FOLLOWERS

IMPRESSIONS

🎵: 35.5%

📷: 8.1%

MONTHLY ENGAGEMENT RATE

This includes TikTok, Instagram, YouTube, Twitter, Facebook, Podcasts, website, and more. We feel that Wingman Of The Year punches above its weight class when it comes to providing high quality engaging content.



SOCIAL MEDIA BREAKDOWN



1,570 Followers



10,808 Followers



423 Followers



407 Followers



160 Followers



4,000 Annual Traffic

COMPANY FUN FACTS



Based In Upstate NY



Made In-House Branded Shirts



Founder Is A US Navy Vet



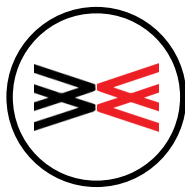
We Do An Annual Award For WOTY



First WOTY Is From Indiana



Hosts Online Music Fest



WINGMAN OF THE YEAR

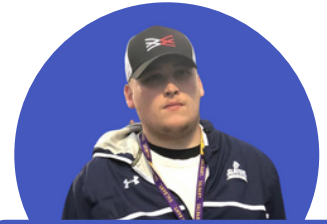
MEET OUR TEAM



The Captain
HUNTER



The "Glue" Guy
MAXSON



The Cameraman
CHRIS



The Producer
DAVONTAE



The Superstar
BRIANNA



The Spitfire
DENISE

THE CONTENT WE MAKE

Here at Wingman Of The Year we are always striving to create the highest quality content about the Wingman lifestyle. We always continue to innovate and shape our content to fit our audience needs. We have a array of content strategies (with more in the pipeline) and below are some of the content properties that we have created.



Flagship Podcast Audio/Video
Drops Weekly



Vlog Series/Interview Clips
Clips Daily/Full 2-3 Times Monthly



Live Social Media Talk Show
Live Every Week



Music Podcast/Live Events
Seasonal



Social Media Page/Events
Posted 2-3 Times A Week



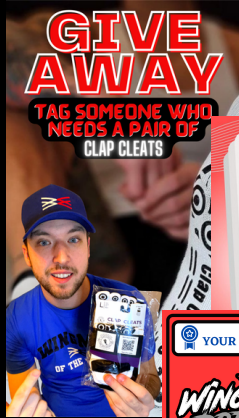
Video Series/Blog Series
Posted Weekly



Brand Segment Clips
Posted 2-3 Times A Month



WINGMAN OF THE YEAR



BECOME A SPONSOR

Wingman Of The Year is seeking potential businesses/organizations to join forces with our emerging digital medial platforms. This can be in the form of sponsorships, appearances, product placement, and other advertising opportunities. We seek brands that identify with our "Wingman" way of life. WOTY is a very adaptive company that can bring the best out of people from any walk of life. We pride ourselves on inclusivity and believing that anyone can be a Wingman! Below is our key demographic metrics and examples of package types you can be involved with.

KEY DEMOGRAPHICS

AGE

1. 25 - 34
2. 18 - 24
3. 35 - 44

GENDER

65% MEN
35% WOMEN

LOCATION

1. ALBANY, NY
2. NEW YORK, NY
3. RUTLAND, VT
4. FORT WAYNE, IN
5. LOS ANGELES, CA



SPONSORSHIP TYPES

CONTENT

Get in on the action at Wingman Of The Year! We provide in-show ads that can include sponsor reads, sponsored segments, pre/post-rolls on our podcast, YouTube content, and more! We are a company built for being a "true" Wingman. We cater to making your company stand out above the rest and be immersed with our fellow Wingers!

BRAND-WIDE

This package brings you total involvement with Wingman Of The Year! This provides you being a flagship brand for all of our content (podcast, YouTube content, events, merch, digital, and more). We want to be proud of the brands that we back and we will strive to make your company stand out!

EVENT BASED

Whenever we are out on the town or hosting our own events, your name can be a part of the action. We also can do live appearances for your company's events. This sponsorship can include your branding on our giveaway items, merch, signage, and more! No one brings the fun like Wingman Of The Year!

DIGITAL ADS

Beyond our content is our fully immersive website that features all of our content, blogs, merch, and more! From pencil banners to sponsored blogs, social media posts, and more, we can make sure your brand is seen across the internet in more ways than one!

HOW TO CONTACT US



@WOTYOFFICIAL



@WINGMANOFTHEYEAR

WINGMANOFTHEYEAROFFICIAL@GMAIL.COM