

# DG Puttheads Media Kit

**[dgputtheads.com](http://dgputtheads.com)**  
**Updated April 2017**

We offer many types of promotional opportunities to fit your brand's needs. Choose what's best for you, or contact us to work out a custom offering. Listed below, is the minimum exposure that you will receive when promoting through the DG Puttheads.

*\*Giveaway offers based on standard USPS shipping covered by DG Puttheads for giveaway item. Expected delivery date of promotion may vary depending on promotions currently running, please indicate any dates required for promotion. We are obligated by FCC law to disclose promotional status of any post or verbal mention.*

## Disc Reviews

Interested in exposure for your discs? We'll extensively field test your disc(s) with different shots in different conditions and provide reviews. Each disc promotion includes:

- Blog post dedicated to the mold (announced on Facebook, Twitter, Pinterest and Reddit)
- Field test announcement/image shared on Twitter, and Instagram
- Mention and quick review on the Just Throw Podcast

Additional benefits are included for larger quantities (please indicate preference)

- Giveaway on socials for mold duplicates
- Unboxing image for quantity of 2 to 4 discs
- Unboxing video for quantity of 5 or more discs
- Brand exclusive round at local course for full line-up of discs and analysis of the disc line coverage

We provide our honest opinions on each disc and give our absolute best effort to suggest the best uses for the disc as well as who may benefit the most from use. On occasion we will continue to provide exposure for a disc if we are highly impressed, for example the Element Discs' Iridium or the Discraft Undertaker, which have both received continued exposure over many months.



## Apparel/Accessory Promotions

We play weekly rounds and participate other disc golf related activities almost daily. This provides ample unstaged opportunities to naturally expose brands and show off apparel. Each apparel item promotion will include:

- Minimum 2 images during round shared on Facebook, Twitter, and Instagram
- Unboxing image shared on Facebook, Twitter, and Instagram
- Mention and quick review on the Just Throw podcast

Benefits for MSRP over \$50 (please indicate preference)

- Live Facebook or Instagram unboxing video
- Additional images during round
- Social channel giveaway (please provide and indicate giveaway item)

Additional benefits for MSRP over \$100

- Representation during event (exposure in all images of event)



## General Promotions or Sponsorships

Do you simply want publicity for your brand? We can help with that! We have a number of options available, but if you don't see one that fits your brand perfectly, just let us know and we will work with you.

Just Throw Podcast episode sponsorship - \$50 or MSRP equivalent

- Sponsor announcement at beginning and end of show
- 30 second message "Brought to you by Sponsor" middle of show
- Link in show notes

Mini Podcast Sponsor - \$25 or MSRP equivalent

- Sponsor announcement at beginning and end of show
- Watermark logo on video (Shared across YouTube, Facebook, Twitter)

Social Blast - \$25 or MSRP equivalent

- Image shared across Facebook, Twitter, Instagram
- Social Giveaway - \$15 or MSRP equivalent plus giveaway item
- Social platform of your choice for entry (Announcement shared across Facebook and Twitter and Instagram)

**Don't see an offer that's perfect for you?  
Please contact us and we will work with you!**  
<http://dgputtheads.com/general-contact-form>

## **DG Puttheads Social Channels**

- Facebook: <https://www.facebook.com/DGPuttheads/>
- Instagram: <https://www.instagram.com/dgputtheads/>
- Twitter: <https://twitter.com/dgputtheads>
- YouTube: [https://www.youtube.com/channel/UCvw1T7awFxvtBFNrIXQox\\_Q](https://www.youtube.com/channel/UCvw1T7awFxvtBFNrIXQox_Q)
- Just Throw Podcast: <https://itunes.apple.com/us/podcast/just-throw-a-disc-golf-conversation-with-the-puttheads/id981204357>

## **Additional Social Exposure**

- Disc Golf Blogs sub Reddit (moderated by Chris): <https://www.reddit.com/r/discgolfblogs/>
- Pinterest (DGPH content shard under Chris' name): <https://www.pinterest.com/DiscGolfChris/disc-golf/>
- Zen Disc Golf Facebook (all blog posts auto-shared to over 25,000 followers):  
<https://www.facebook.com/zendiscgolf/>

