

# THAT SEC FOOTBALL PODCAST

1+ MILLION DOWNLOADS, HIGHEST-RATED  
SEC SHOW ON APPLE PODCAST APP



# Who we are

That SEC Football Podcast is hosted by two cousins that strive to entertain and inform football fans from across the country with over 1,000 five-star reviews on the Apple Podcast app.

The show is hosted by SEC Mike Bratton, who covers SEC Football for a living. His employment history includes FOXSports.com and NFL.com.

His cousin Shane, on the other hand, is just the average fan on the couch with a quick-witted tongue that enjoys talking ball with a cold beer in his hand.

We are currently seeking partnerships with advertisers for the coming fall football season.

Engagement for our show peaks leading up to and during the football season and **we anticipate at least 700,000 downloads during the coming football season** for the audio version of the podcast.

During the 2020 football season, our podcast had 374,000+ downloads but we anticipate better numbers as our show continues to gain momentum as it grows.

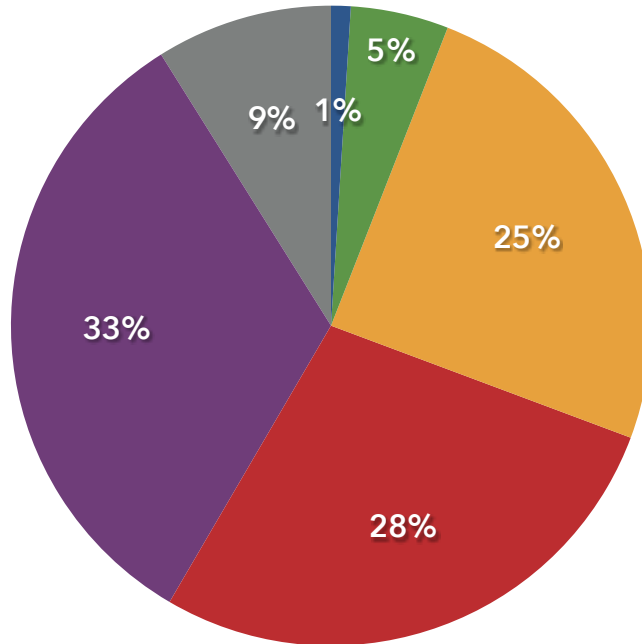
For example, the podcast was downloaded 71,000 times from March, 2020 - May, 2020. During that same time frame in 2021 (March-May), the podcast has been downloaded over 155,000 times.

The analytics for our show indicate our audience is 84% male with 86% of our audience between ages 23-44.

# Show Analytics

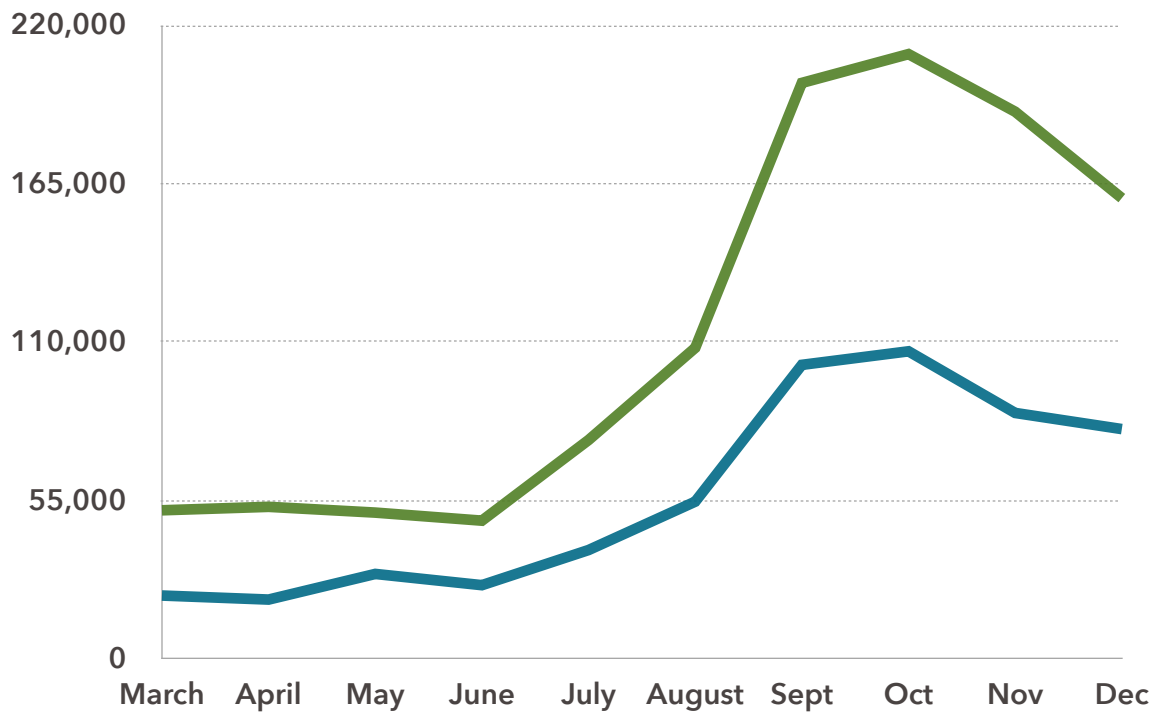
## Audience Age Range

● 0-17 ● 18-22 ● 23-27 ● 28-34 ● 35-44 ● 45-up



## Podcast Downloads

— 2020 — 2021 w/projections starting June



# Links/Contact



**Apple Podcast App**

Show has over 1 thousand+ 5-star reviews

**Social Media Reach 37,000+**



**Twitter: [@MichaelWBratton](#); [@thatSECpodcast](#);  
[@BigOrangeVolz](#)**



**Instagram: [ThatSECPodcast](#)**



**YouTube**

**[That SEC Podcast YouTube Page](#)**

50,000+ views, 4.3 thousand hours of watched content, video podcast content coming



**Email: [ThatSECPodcast@gmail.com](mailto:ThatSECPodcast@gmail.com)**

**Website: [ThatSECPodcast.com](http://ThatSECPodcast.com)**

**Phone: 423-736-6142**