

THE JOHNNY BINDER SHOW

MORE THAN ADVERTISING. WE'RE BUILDING COMMUNITY.

Make your business part of the conversation.
Community partnerships, commercial production
and digital marketing.

2,847,394 FACEBOOK VIEWS



Facebook Insights / May 25-Oct 19, 2026

EXPERIENCE THE SHOW.

An 83-second look at the personalities, conversations, visuals and creative energy behind our community.



COMPANION VIDEO INCLUDED

REAL VOICES / REAL CONVERSATIONS / REAL COMMUNITY

ONE SHOW. MANY VOICES.

The companion promotional video is included with this kit and embedded as a PDF attachment for compatible readers.

Open the MP4 from the companion package or the attachments panel in your PDF reader.

OUR PURPOSE IS CONNECTION.

NOT JUST AN AD.

We create space for thoughtful, passionate conversations about culture, news, justice and everyday life.

A partnership with the show is an invitation to introduce your business to a community, not simply buy a placement on a screen.



**OUR STORIES
MATTER.**

LIVED HISTORY. PERSONAL TRUTH.
REAL PEOPLE • REAL CONVERSATIONS

PERSONAL STORIES / THE JOHNNY BINDER SHOW

● LIVE

A RELATIONSHIP FIRST.

Personal service / Clear commitments / Authentic introductions / Creative storytelling

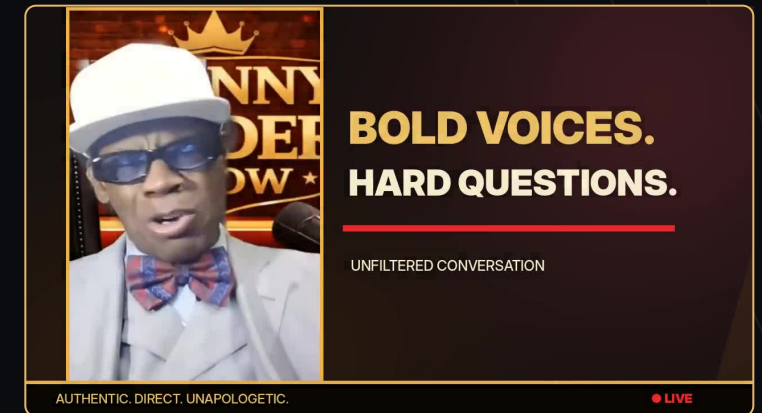
LET'S BUILD SOMETHING MEANINGFUL TOGETHER.

At The Johnny Binder Show, what happens beyond the broadcast matters as much as what happens on screen. Conversations connect people, spark ideas and strengthen relationships.

Whether you own a neighborhood restaurant, run a family business or lead a growing organization, we'd love to hear your story and build a partnership around your goals.

THE JOHNNY BINDER SHOW TEAM

Your Community & Marketing Partners



MORE THAN A SHOW.
A COMMUNITY.

REAL REACH. REAL CONNECTION.

Facebook platform metrics / custom reporting period May 25-Oct 19, 2026

2,847,394

FACEBOOK VIEWS

1,213,726

3-SECOND VIDEO VIEWS

72,195

1-MINUTE VIDEO VIEWS

85%

VIEWS FROM NON-FOLLOWERS

90.5% OF VIEWS CAME FROM REELS

20,036 followers | 97.4% U.S. | 69.8% age 55+

Leading cities: Houston 25.3% / New York 13.9% / Chicago 12.7% / Detroit 8.9% / Memphis 8.2%
Views are not unique individuals, sponsor impressions, or guaranteed future performance.

GRAPHICS THAT STOP THE SCROLL.

A selection of episode artwork from our show. Distinctive creative, designed to make people stop, look and engage.



STORIES THAT DEMAND ATTENTION

Cinematic editorial graphics for news and commentary.



CONVERSATIONS THAT MATTER

Brand-led imagery with recognizable personalities.



POWERFUL VISUAL STORYTELLING

High-contrast layouts crafted for social discovery.

ACTUAL SHOW ARTWORK / NOT GENERIC STOCK GRAPHICS

FIND YOUR PLACE IN THE COMMUNITY.

Monthly sponsorship opportunities / flexible entry points for growing businesses

COMMUNITY SPOTLIGHT

\$350

1 on-show acknowledgment + 1 branded Facebook post

LOCAL BUSINESS PARTNER

\$750

2 show acknowledgments + 2 branded Facebook posts

BUSINESS GROWTH PARTNER

\$1,500

4 acknowledgments + 4 branded posts + 1 sponsor Reel

SIGNATURE BRAND PARTNER

\$3,000

8 acknowledgments + 4 branded posts + 2 sponsor Reels

PRESENTING PARTNER

\$5,000+

Custom recurring recognition, segment integration and campaign plan

Proposed rate card. Pricing, inventory, scheduling and final deliverables are subject to written approval.

YOU BRING THE STORY. WE HELP IT CONNECT.

01

LET'S TALK

Your business, customers, goals and budget.

02

BUILD YOUR MESSAGE

Sponsor copy, creative direction and clear CTA.

03

GET SEEN

Agreed show spots, posts, Reels and campaigns.

04

REVIEW + GROW

Document delivery and discuss available metrics.

DIFFERENT PERSPECTIVES.

ONE CONVERSATION.

UNITY OVER DIVISION

THE CONVERSATIONS THAT CONNECT US

LIVE



RELATIONSHIP > TRANSACTION

We want a business relationship that continues beyond a single advertisement.

LET'S TELL YOUR STORY.

Professional creative services available with or without show sponsorship.

Commercial concept + script **\$500**

Audio ad + voiceover production **\$750**

30-second edited video commercial **\$1,500**

60-second edited video commercial **\$2,500**

Multi-format creative campaign **From \$4,000**

Quotes specify footage, revisions, voice talent, licensing and production scope.



Concept. Script. Graphics. Editing. An audience-ready call to action.

BEYOND THE BROADCAST.

We can support your brand on your own social platforms, too.

SOCIAL ESSENTIALS

\$1,500 / mo

12 posts / captions and calendar / scheduling for 2 platforms

SOCIAL GROWTH

\$3,000 / mo

16 total posts, including 4 short videos / 3 platforms / monthly review

DIGITAL CAMPAIGN PARTNER

\$5,000 / mo

20 total posts, including 8 short videos / coordination and reporting

Paid ad spend, on-location filming, inbox management and additional revisions are excluded unless quoted.

ONE PARTNER. MANY POSSIBILITIES.

Combine on-show visibility with independently produced marketing campaigns.

THE NEIGHBORHOOD LAUNCH

Get introduced through local show placement and a branded announcement.

THE BUSINESS STORY CAMPAIGN

Combine a sponsor Reel, custom commercial and scheduled promotion.

THE ONGOING GROWTH PARTNER

Pair monthly social media management with optional show placements.

REAL REACH.

2,847,394

FACEBOOK VIEWS

20,036 FOLLOWERS

MAY 25–OCT 19, 2026 • NOT UNIQUE VIEWERS



CAMPAIGNS BUILT FOR YOUR BUSINESS

Bundles are individually scoped and priced; elements are not included automatically in base sponsorship tiers.

CREATIVE WITH ACCOUNTABILITY.

Clear expectations are part of every healthy partnership.

BEFORE

A written scope defining placements, assets, approvals and timing.

DURING

Scheduled publishing, coordinated messaging and communication.

AFTER

Delivery records and available views, reach, engagement or link activity.

Results vary. We do not guarantee sales, conversions, specific reach or unique viewers.

YOUR STORY. OUR PLATFORM. ONE COMMUNITY.

Partner with The Johnny Binder Show for sponsorships, commercials, original creative and digital campaigns.

LET'S BUILD SOMETHING THAT MATTERS.

connect@JohnnyBinderShow.com

Community first. Partnership always.

