



NO DQ TOUR
EAST COAST ROUTE
SPRING 2020



CONTACT

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DEFINING THE "NO DQ" TOUR

The Shining Wizards "NO DQ Tour" is a live podcast experience that gives your brand access to key demographics in sizable markets. Gain multiple layers of valuable exposure through this interactive and engaging experience.

- 01. ADS & EXPOSURE
- 02. BRAND AMBASSADORSHIP
- 03. ALIGNMENT WITH LOCAL & NATIONAL BRANDS
- 04. TOP TIER TALENT
- 05. LIVE ENGAGEMENT & INTERACTION
- 06. SOCIAL MEDIA JUGGERNAUT



THE TEAM



Matt Bowman
Host



Kevin Garifo
Host



Tony Zatkos
Host



Kate Hensler
Touring/Event Manager



WHY SHINING WIZARDS?

- **AUDIENCE & EXPOSURE:** Enjoy layers of exposure from a loyal weekly listeners, 10 live event audiences, social media exposure, and that followers of world class talent.
- **REPUTATION & CONNECTIONS:** Amplify impact with exposure from the most reputable guests in the industry, including AJ Styles, Mick Foley, Matt Hardy, Chris Jericho, and more. Then, deepen your consumer relationships with a year of weekly ads.
- **ENTERTAINING & EXPERIENCED:** With over 8 years of podcast experience, storytelling, and stand up, including live recordings, The Shining Wizards are have the experience and engagement needed to connect your brand with a live audience.
- **BUILT-IN NETWORK:** Enjoy added value through publicity, marketing, production, touring, and booking services through On Deck IC, as well as established loyalty from fans and affiliates.



ON DECK IC AFFILIATION

ON DECK IC is an integrated communications network that creates breakthroughs for brands, artists, entertainers, and athletes. The "NO DQ" tour will be supported fully by ON DECK IC's services, including but not limited to:

- **TOUR BOOKING & PRODUCTION:** With over a decade of music industry experience, ON DECK IC knows how to produce tours from the most intimate settings to full-scale arena shows.
- **PUBLICITY:** With a strong track record of social media programming as well as regional and national publicity results, The "NO DQ" can garner buzz around each live event and the tour in general.
- **BRANDING & MERCH:** On Deck's expert design team is here to support exclusive merch opportunities, video & photography, and social media assets for both the Shining Wizards and their guests.



FAN FACTS

D E M O G R A P H I C S

- 01. 62% MALE | 38% FEMALE
- 02. 18-25 YRS: 21.9% | 25-34 YRS: 19.9% | 35-44 YRS: 28.3%
45-54 YRS: 15.5% | 65+ YRS: 9%
- 03. 57.4% OF FANS MAKE BETWEEN \$25,000-\$75,000.
- 04. 69% EMPLOYED | 36% WHITE COLLAR | 32% BLUE COLLAR
- 05. 49% MARRIED | 33% NEVER MARRIED | 33% DIVORCED

H A B I T S

- 01. THE MEDIAN AGE JUMPED FROM 24 TO 48 YRS IN 2016, BUT REMAINS DIVERSE.
- 02. INDEPENDENT WRESTLING FANS ARE VERY LOYAL. THEY IDENTIFY PURCHASES AS SUPPORTING THEIR FAVORITES.
- 03. INDEPENDENT WRESTLING FANS HAVE ADULT DECISION MAKERS; WWE IS CONTROLLED BY CHILDREN.
- 04. ADULT WRESTLING FANS ARE MORE LIKELY TO PURCHASE BEER BY 23%, LIQUOR BY 19%, COLLECTIBLES BY 17%, VIDEO GAMES BY 16%, AND TRAVEL BY 12%
- 05. WRESTLING FANS PREFER AFFORDABILITY TO LUXURY.



ADS & EXPOSURE

The Shining Wizards are an established and valued voice in the professional wrestling industry with a loyal weekly following. Not only will The NO DQ Tour give you the chance to connect with tens of thousands of potential customers in an engaging way, but also to strengthen your relationship with them through ongoing ad placements.

- A year's worth of ads on the weekly episodic podcast itself, reaching up to 130,000 listeners.*
- Social Media exposure from Shining Wizards Podcast and affiliated accounts.
- Inclusions in aggressive publicity outreach promoting the NO DQ tour.
- Mentions in live podcast, recorded audio, and video recordings, reaching aforementioned listeners as well as live audiences comprised of a valuable, loyal demographic.



ADS & EXPOSURE

Having garnered a loyal following for 8 years, The Shining Wizards have established a valuable network of consumers. Tap into this network with this engaging, multi-dimensional activations. See below for our established value.

S T A T I S T I C S

01. UP TO 132,000 LISTENS PER EPISODE.
02. ADDITIONAL SOCIAL MEDIA EXPOSURE OF 10,000 FOLLOWERS.
03. WORLD CLASS TALENT: AJ STYLES, MICK FOLEY, MATT HARDY, CHRIS JERICO, RICKY STEAMBOAT, PETE ROSENBERG, DAVE LAGRECA, DIAMOND DALLAS PAGE, SAM ROBERTS, AND MORE.
04. MEDIA COVERAGE IN THE NY POST, CAGESIDE SEATS, WRESTLING INC., AND OTHER PUBLICATIONS.
05. 2015 APEX RADIO SHOW OF THE YEAR; WRESTLING RADIO AWARDS, SHOW OF THE YEAR NOMINEE.



BRAND AMBASSADORSHIP

Professional wrestling fans are one some of the most loyal consumers out there! With three hosts advocating for your brand, you'll not only receive great exposure, but also be connected to an audience who truly invests in your brand. Additionally, you'll receive:

B E N E F I T S

- 01. SOCIAL MEDIA AND LIVE EVENT CALL OUTS
- 02. MENTIONS IN ALL PRESS OUTREACH
- 03. CO-BRANDED PROMOTIONAL GIVEAWAYS WITH THIS TOUR AND AFFILIATED EVENTS
- 04. EXCLUSIVITY & RIGHT OF FIRST REFUSAL ON FUTURE SHINING WIZARDS TOURS
- 05. EXTENDED AD TIME ON THE SHINING WIZARDS PODCAST





REGIONAL AND NATIONAL PARTNERSHIPS

Enjoy both national and regional partnerships through the Shining Wizard podcast and NO DQ tour's live events, including 10 different venues. Own your vertical but benefit from crosspromotion with aligned brands all working to deliver the same engaging activation.

A F F I L I A T E S





BOOKING POWER

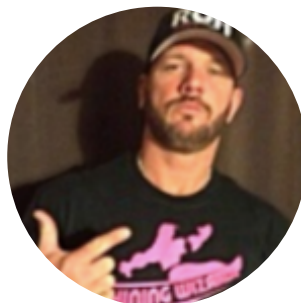
Tap into the followings of top tier talent with the Shining Wizards Podcast and the NO DQ tour. Below are just a few of the household names that have joined The Shining Wizards, who have a total reach of 20.5 million followers:



CHRIS JERICHO
(6.8 MILLION)



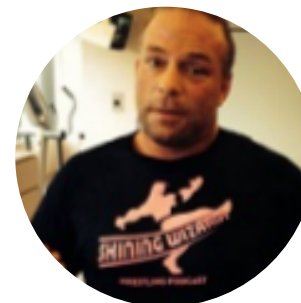
MATT HARDY
(3.0 MILLION)



A.J. STYLES
(3.0 MILLION)



MICK FOLEY
(2.0 MILLION)



ROB VAN DAM
(1.5 MILLION)



JOHN MORRISON
(1.5 MILLION)



SHANE HELMS
(714 THOUSAND)



AUSTIN ARIES
(663 THOUSAND)



CURT HAWKINS
(662 THOUSAND)



DIAMOND DALLAS PAGE
(644 THOUSAND)



LIVE ENGAGEMENT & INTERACTION

The NO DQ Tour brings a new dimension to your brand by presenting it to both live and recorded audiences through a variety of integrations and initiatives.

Capitalize on our live audience by:

01. LIVE EVENT MENTIONS, INCLUDING MID-ROLL ADS IN LIVE PODCAST, RECORDED AUDIO, AND VIDEO CONTENT.
02. LOGO INCLUSION IN ALL LIVE SIGNAGE, MERCHANDISE, AND MARKETING MATERIALS.
03. SPECIFIC ACTIVATION SPACE DEDICATED TO YOUR BRAND, AS WELL AS MERCHANDISE/PRODUCT SALES.
04. OFFICIAL PARTNER STATUS/EXCLUSIVITY OF PRODUCT CATEGORY, AS WELL AS RIGHT OF FIRST REFUSAL ON FUTURE SHINING WIZARDS EVENTS.
05. LIVE SOCIAL MEDIA INTEGRATIONS FROM YOUR CHANNELS INTO LIVE EVENTS.



SOCIAL MEDIA JUGGERNAUT

Looking to liven up your social media channels with organic, engaging content?

Gain traction in a snap with media assets from each tour stop, behind the scenes footage, and more. Initiative may include but aren't limited to:

- 01. VIDEO CONTENT: 10 EPISODES FROM EACH LOCATION, AS WELL AS BEHIND THE SCENES FOOTAGE AND RIDE ALONG CONTENT.
- 02. PHOTOS: PHOTOS FROM EACH LOCATION OF CAST, CREW, AND CROWD, WITH "TAG YOURSELF" CALLS TO ACTION AND MORE
- 03. AUDIO: TRADITIONAL AUDIO LINKS POWERED BY YOUR BRAND
- 04. SOCIAL MEDIA PROGRAMMING: HASHTAGS WITH YOUR BRANDING, LIVE TWITTER Q & A'S, INTEGRATIONS WITH TRADITIONAL MEDIA PLATFORMS, AND MORE.
- 05. CROSS PROMOTION WITH THE SHINING WIZARDS SOCIAL MEDIA CHANNELS AS WELL AS OUR PARTNERS.



TOUR ROUTE AND TARGETS

All locations are subject to change based on availability and funding

- **Houston, TX** - *Big Texas Dance Hall (Royal Rumble)*
- **Austin, TX** - *The Half Step*
- **Atlanta, GA** - *Joystick Bar*
- **TBD, New Jersey** - *TBD*
- **New York City** - *The PIT*
- **Philadelphia, PA** - *2300 Arena & Bar*
- **Boston, MA** - *Hurricane's at The Garden*
- **Baltimore, MD** - *Magooby's Joke House*
- **Washington, DC** - *Drafthouse Comedy*
- **Chicago, IL** - *ProWrestling Tees (in store) (All-In)*
- **Tampa, FL** - *Stageworks Theater (Wrestlemania)*



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QUESTIONS?

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