

after the
SEASON
PODCAST



ABOUT THE PODCAST

AFTER THE SEASON IS A BI-PRODUCT OF THE AMAZON BEST-SELLING BOOK WRITTEN BY HOST JAYCEE RUFFIN. AFTER MULTIPLE CONVERSATIONS WITH FRIENDS AND OTHER FORMER ATHLETES ABOUT THEIR PAINS, STRUGGLES AND REAL-LIFE TRAUMAS DURING THE TRANSITION FROM PLAYING SPORTS IT WAS EVIDENT THAT THESE STORIES NEEDED TO BE TOLD TO HELP OTHERS.

THE MOST SILENT AND UNCOMFORTABLE CONVERSATIONS THAT ARE RARELY TALKED ABOUT EVEN IN PERSONAL RELATIONSHIPS SETTINGS ARE ABOUT HOW NOT PLAYING SPORTS ANY MORE AFFECTS YOU PERSONALLY AND PROFESSIONALLY.

WHILE EVERYONE DOESN'T HAVE THE SAME TRANSITION STORY, EVERY ATHLETE HAS OR WILL HAVE A TRANSITION PERIOD. SOME TRANSITIONS ARE GREAT AND SOME ARE BAD; OVERALL THEY LEAD TO LIFE-CHANGING EXPERIENCES THAT ARE OFTEN HIDDEN EVEN FROM SPOUSES.

AFTER THE SEASON WILL INTRODUCE AND RE-INTRODUCE ATHLETES TO THE WORLD TO HAVE UNCOMFORTABLE CONVERSATIONS THAT WILL HELP CHANGE THE LIVES OF THOUSANDS, MILLIONS THAT COME AND WATCH.



MEET YOUR HOST



JAYCEE RUFFIN IS A FORMER STAR WOMEN'S BASKETBALL PLAYER. JAYCEE WAS KNOWN FOR HER NO-LOOK PASSES, 3-PT SHOT AND LEADERSHIP. JAYCEE ATTENDED AND GRADUATED FROM **ELIZABETH CITY STATE UNIVERSITY**. UNFORTUNATELY, SHE NEVER RECEIVED HER MOMENT OF SHINE IN A COLLEGIATE UNIFORM DUE TO THE NEGLIGENCE OF A FEW COACHES.

SHE TRIED THREE UNIVERSITIES, THREE DIFFERENT COACHES, ALL IN THE SAME CONFERENCE ONLY TO NEVER FULFILL HER DREAM OF PLAYING IN COLLEGE. SHE WAS RECRUITED, INVITED TO PRESEASON WORKOUTS, COUNTLESS OPEN GYMS, ENDLESS WORKOUTS AND WEIGHT LIFTING SESSIONS, ONLY TO HEAR THE WORDS, "YOU'LL NEVER BE GOOD ENOUGH TO TOUCH THE FLOOR" FROM A COLLEGE COACH SHE WAS ONCE OFFERED TO PLAY FOR. UNSUCCESSFUL IN HER ATTEMPTS OF BECOMING A HOUSEHOLD ATHLETIC NAME JAYCEE BECAME DEPRESSED, LOST HER IDENTITY BEYOND THE GAME, AND GAINED WEIGHT, EVEN HAD SUICIDAL THOUGHTS.

IT WASN'T UNTIL HER LAST COLLEGIATE YEAR THAT SHE REALIZED THE "EDUTAINMENT" INDUSTRY WAS HER TRUE CALLING. SINCE THEN SHE'S UTILIZED HER GIFT OF SPEAKING AND HOSTING TO INSPIRE AND MAINTAIN CROWD CONTROL AS IF SHE'S STILL PLAYING HER POINT GUARD POSITION. THE DREAM WAS ALWAYS TO MAKE IT TO THE **WNBA**, BUT GOD HAD OTHER PLANS FOR JAYCEE JUST LIKE THE OTHER ATHLETES THAT WILL BE FEATURED ON **AFTER THE SEASON**.

MARKETING

EVERY EPISODE



OF THE PODCAST WILL BE VISUALLY AND AUDITORIALLY RECORDED AND UPLOADED. THE AUDIO AND VISUAL CONTENT STREAMED ON EVERY MAJOR PLATFORM LEADING WITH YOUTUBE & APPLE PODCAST.

IN PERSON INTERVIEWS ONLY



UTILIZING FACEBOOK & INSTAGRAM

(AS THE MAIN MARKETING PUSH) THERE WILL BE A DAILY PUSH OF CONTENT CREATED AND SHARED DAILY FOR ENGAGEMENT PER EPISODE.



EPISODE CLIPS WILL BE SHARED TO EACH GUEST WITH THE ASK OF POSTING AT LEAST ONE CLIP THAT WILL BE PROVIDED TO PROMOTE ON THEIR MAIN SOCIAL MEDIA PLATFORM.

WILL BE RECORDED AT THE ATELIER BMORE RECORDING STUDIOS IN BALTIMORE, MD. UNLESS THE GUEST IS OUT-OF-STATE AND HAS A TRAVEL RESTRICTION OR OTHER ARRANGEMENTS ARE AGREED UPON, THEN THE ATS PODCAST TEAM WILL TRAVEL TO A MUTUALLY AGREED UPON LOCATION THAT WILL MATCH THE AESTHETIC FOR THE ATS AUDIENCE. ALL EPISODES ARE RECORDED AND AGREED UPON FOR RECORDING BETWEEN THE ATS PODCAST TEAM AND THE GUEST BEING INTERVIEWED.

WE RESERVE THE RIGHT TO OWN ALL FOOTAGE AND TO ONLY BE USED FOR THE POSITIVE MARKETING AND BRANDING OF AND FOR THE AFTER THE SEASON PODCAST.



SPONSORSHIP PACKAGES

ONE MONTH
(UP TO 4 EPISODES)

\$1,000

\$250 PER EPISODE

INCLUDES:

- ONE AUDIO ONLY COMMERCIAL BY JAYCEE INSERTED THROUGHOUT THE PODCAST EPISODE ONE TIME

-AFFILIATE MARKETING LINK

ONE QUARTER OR 3 MONTHS
(UP TO 12 EPISODES)

\$3,000

\$250 PER EPISODE

INCLUDES:

- ONE AUDIO AND VISUAL COMMERCIAL BY JAYCEE INSERTED THROUGHOUT THE PODCAST EPISODE

- PLAYED ONE TIME BOTH AUDIO AND VISUAL PLATFORMS

- AFFILIATE MARKETING LINK

ALA CARTE OPTIONS CAN BE NEGOTIATED UPON REQUEST

EXTENDED AD RUN TIME CAN BE NEGOTIATED STARTING AT \$5,000 WITH A 4 MONTH MINIMUM



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