



The Good Men Project
Sports
Sponsorship Opportunities





The Good Men Project Sports Sponsorship Packages

**Custom Sponsored
Programs
\$250-\$2,500**

The Good Men Project Sports: Why We're Different



Good Men Project Sports is having the conversation no one else is having[®] about the intersection of sports, masculinity and the social issues of our time. And we're having fun doing it.

Our mission is to publish thoughtful pieces that we can build dialogue around on issues that connect sports with our larger culture and society. This means, a mix of 'the good' and 'the bad,' from the beauty and grace of sports, teamwork, role models, from humor to poignant, to the tough stuff where Sports acts like a prism and amplifier of our culture, including bullying, abuse, privilege, racism, sexism, and dealing with issues of masculinity.

At **Good Men Project Sports**, we are looking at the multi-dimensionality of sports, just like we are looking at the multi-dimensionality of men. What we are doing at **#GMPSports** is making sports---and the conversation about sports---more inclusionary. This is a profound change---changing the very fabric of sports and masculinity. We think for the better.

We believe, for example:

- You can love football and still worry about the impact of concussions.
- You can hate competitive sports but [love to run](#).
- You can be a super-genius and still want to [zone out](#) by watching your favorite football team
- You can be a sports fanatic and agree that there shouldn't be homophobia or hazing in locker rooms.
- You can be a golf lover and still laugh when [golf is "explained" through humor](#).

We want to be known as the place with a different kind of sports writing. A different way of looking at sports.

And we are as excited about **Good Men Project Sports** as we are about just about anything.

Sports Sponsorship Package



Sports Sponsorship Package: \$2,500

Our complete package includes the following (additional details of each are on following pages. We also have standalone pricing on page 7.)

- 1) One Sponsored Post, about your brand or organization and its relation to sports. Can include links and calls to action. You can write it or one of our top authors will write it in a voice targeted directly to The Good Men Project audience.
- 2) Brand Mentions across Good Men Project Sports Content.
- 3) 10 Platinum memberships for you and your team.
- 4) 6-Month Sponsorship of on or our columns (*Why We Run, So This Happened* or *The Heart of Sports*) or our new podcast (*Sports Detox*).

Sponsored Post



- **Tell the story of your brand or organization** to The Good Men Project audience.
- **We have done hundreds of sponsored posts on The Good Men Project** where we talk about the sponsor's products or services in a voice that resonates with our audience. We will do the same for you---craft a story about the way your brand has an ongoing appreciation of the environment. (Post can also be written by you.)
- **You retain rights to the post***, so after it runs on The Good Men Project you can use it on your company website, promotional materials or your own social media outreach.
- **Include your brand's calls-to-action.**

All posts must follow our [Sponsorship Guidelines](#) and [Editorial Guidelines](#). *Reprints must include attribution and link to original.

Brand Mentions Across Good Men Project Sports Content



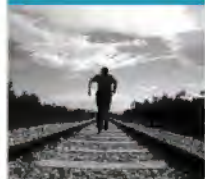
- **As a sponsor of The Good Men Project Sports program**, we will include mentions of the partnership at the bottom of our organic, non-promotional content about sports for an entire month.
- Language will be a version of: “Special thanks to [Brand Name] who worked in partnership with The Good Men Project to make our Sports section possible.” That messaging will appear on a minimum of **25 pieces of original content** by Good Men Project contributors throughout the month of the sponsorship.
- **10 FREE Platinum Premium Memberships** for you and your team. (A \$500 value.) This will allow you to come to our live calls, take our classes, comment on the website---and enjoy all the benefits of being a part of The Good Men Project Community.

Sponsor a Column or a Podcast

THE
**GOOD
MEN
PROJECT**



Why we
run



So...
**this
happened**

The
**heart
of
sports**

**Sports
detox**

Sponsor A Column

“Why We Run” An ongoing series at The Good Men Project explores [Why We Run](#). [Hint: It’s usually not about the running] This was our original [call for submissions](#), and we have now published 44 pieces (and counting) in the series. The posts are raw, poignant, and connects life and emotions to the sport of running. We are planning to continue the series (2 posts per week on The Good Men Project) and would also like to turn the series into an audio series, which people can listen to...while running. We are looking for a sponsor in the running and fitness space that wants to connect their brand to this wonderful and real emotional exploration of who we are and why it is we run.

“So...This Happened” is a weekly column authored by our Sports Editor, Mike Kasdan. It is a snappy witty round up of the three biggest sports stories of the week. The topics that are covered range from pure sports feats to the stories from the world of sports that connect to larger social issues and trends. Essential water cooler reading for sports and non sports fans alike.

“The Heart of Sports” is a weekly image-based column that curates poignant content from social media that provide a window into the beating heart of sports. The father-son bonds forged in sport. The tender moments among teammates. The thrilling moments from your childhood that you never forget.

New! Sponsor Our “Sports Detox” Podcast

“Sports Detox” is a weekly podcast---at times serious and at times humorous---that looks at the latest stories from the world of sports, both positive and negative, that are tied into cultural and societal issues. Hosts Wai Sallas and Mike Kasdan are equal parts rabid sports fan and serious social commentator. The Detox is a back-and-forth pop-culture-infused peeling of the onion of sports that gets at its many layers and reverberations.

Standalone Pricing

Stand-alone Sponsorship Offerings:

Sponsored Post, we write and promote in social media: \$650

Sponsored Post, we write (no promotion) \$450

Sponsored Post, you write (no promotion) \$250

All posts must follow our [Sponsorship Guidelines](#) and [Editorial Guidelines](#).

We mention your brand on 10 of our Sports posts over the course of a month, with social promotion \$500 (Links will stay for 18 months after promotion has ended).

10 Premium Memberships (discount rate) \$400

Sponsor a Social Interest Group LIVE CALL with our community \$150

Additional Social Media Promotion for any of the above (price varies)



About Us

**THE
GOOD
MIND
PROJECT**

The conversation no one else is having.®

**“We’re having a
conversation about the
changing roles of men
in the 21st century.**

Care to join us?”

Who We Are



- **The Good Men Project** is changing the conversation about men with a deeply engaged, passionate, articulate, and vibrant community.
- We've built a vast library of 82,000+ pieces of engaging original content written by more than **7,500 contributors**—with new authors joining the conversation every day.
- We are truly facilitating **the conversation no one else is having**—no one else is looking at the way men and their roles in society are evolving.
- We are a **participatory media company**—as our community grows, it actively participates in creating, distributing, growing, and talking about the larger conversation in a multitude of ways. This structure makes us completely different from media companies that simply produce content for consumption.

Traffic and Engagement

THE
**GOOD
MEN
PROJECT**



Unique visitors per month
2.2 million

Pageviews per month
4 million

Engagement Metrics

Average time on site: 12 minutes

Pages per visit: 1.8

Returning Visitors: 42%

Total Pageviews Since Launch: 450 Million

45 posts have over 1 million pageviews, 2 posts over 10 million, 1,000+ posts over 100,000 pageviews

Our Audience

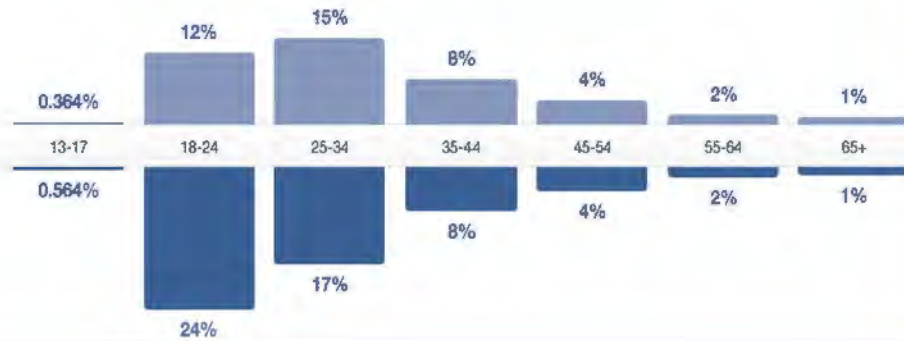


Women

43%
Your Fans

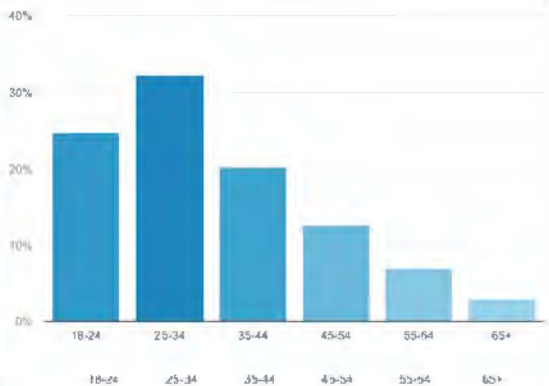
Men

57%
Your Fans



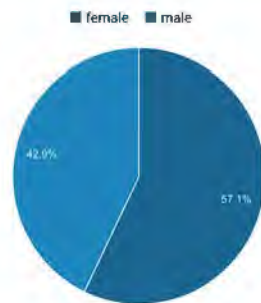
Age

46.16% of total users



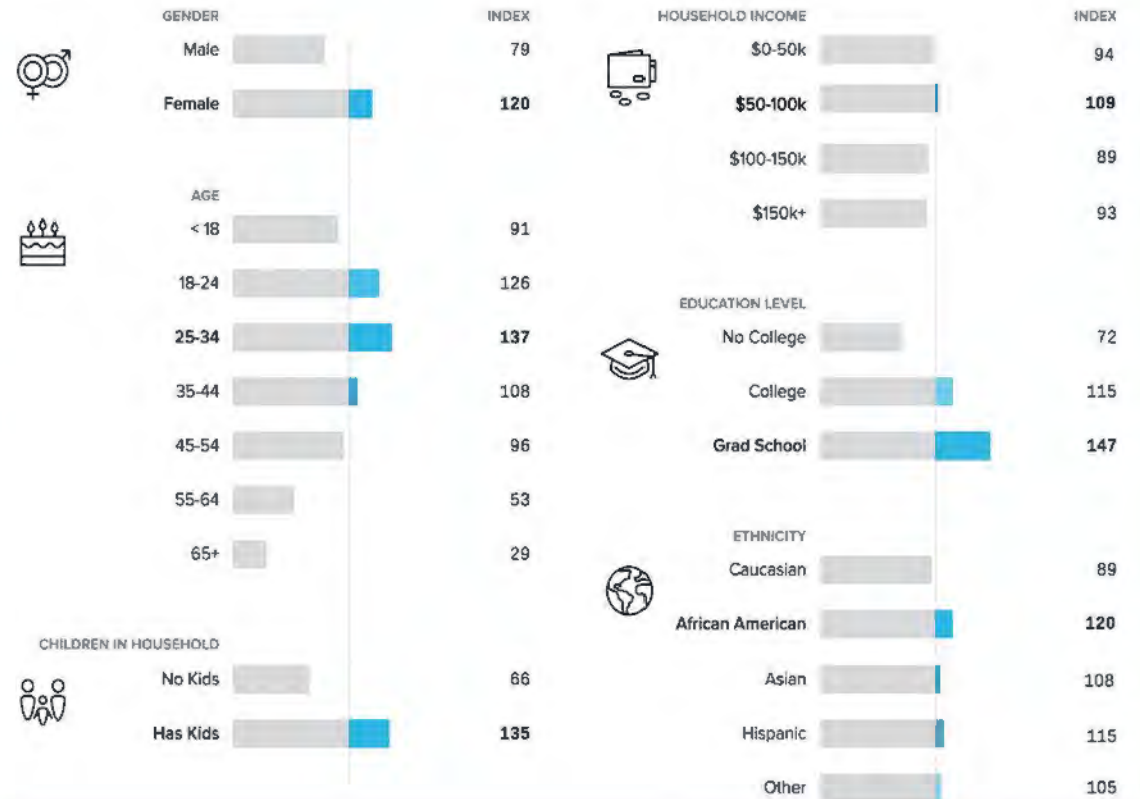
Gender

47.37% of total users



Source: GoogleAnalytics, year average 2016

Demographics



Source: Quantcast, 2/2016

Editorial Vision

THE
**GOOD
MEN
PROJECT**



photo barbaud / flickr



- **The world is changing more rapidly than most people can keep up with it. We're here to help.** Articles that give compelling insights into a rapidly changing world are the hallmark of our brand, along with commentary about the core issues of our day that give our audience a deep and unique understanding of the world. Our content is designed to create ongoing and thought-provoking conversations.
- The Good Men Project is **deeper, more thoughtful, and less stereotypical** than most traditional men's media.
- **Our stories are catalysts for the various ways our audience can participate with our media:** Weekly calls with the publisher, Social Interest Groups with **live** weekly calls, (recordings of calls are broadcast as ConvoCasts), online discussion groups, workshops, trainings and classes, live events, and more help our audience participate in and continue the conversation.
- Multi-media content from thousands of contributors, along with groups, events, actions and activities reinforce our stance as a **participatory media company.**

Social Media / Engagement



Facebook

1 million+ fans
1 main page,
5 subject
pages, 10 groups



Twitter

195,000 followers
[Twitter chats get 3 million
Impressions and deep engagement]



YouTube

2,000 subscribers
100+ videos



Email

45,000
Subscribers



Calls with the Community

7-10 calls per week.
Library of recordings.
Members only.



Commenting & Profiles on Site



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