

LATE TO GRID

SHARING INSPIRING STORIES TO
GROW GRASSROOTS RACING AND
HELP LISTENERS ALONG THEIR
MOTORSPORTS JOURNEY

www.LateToGrid.com

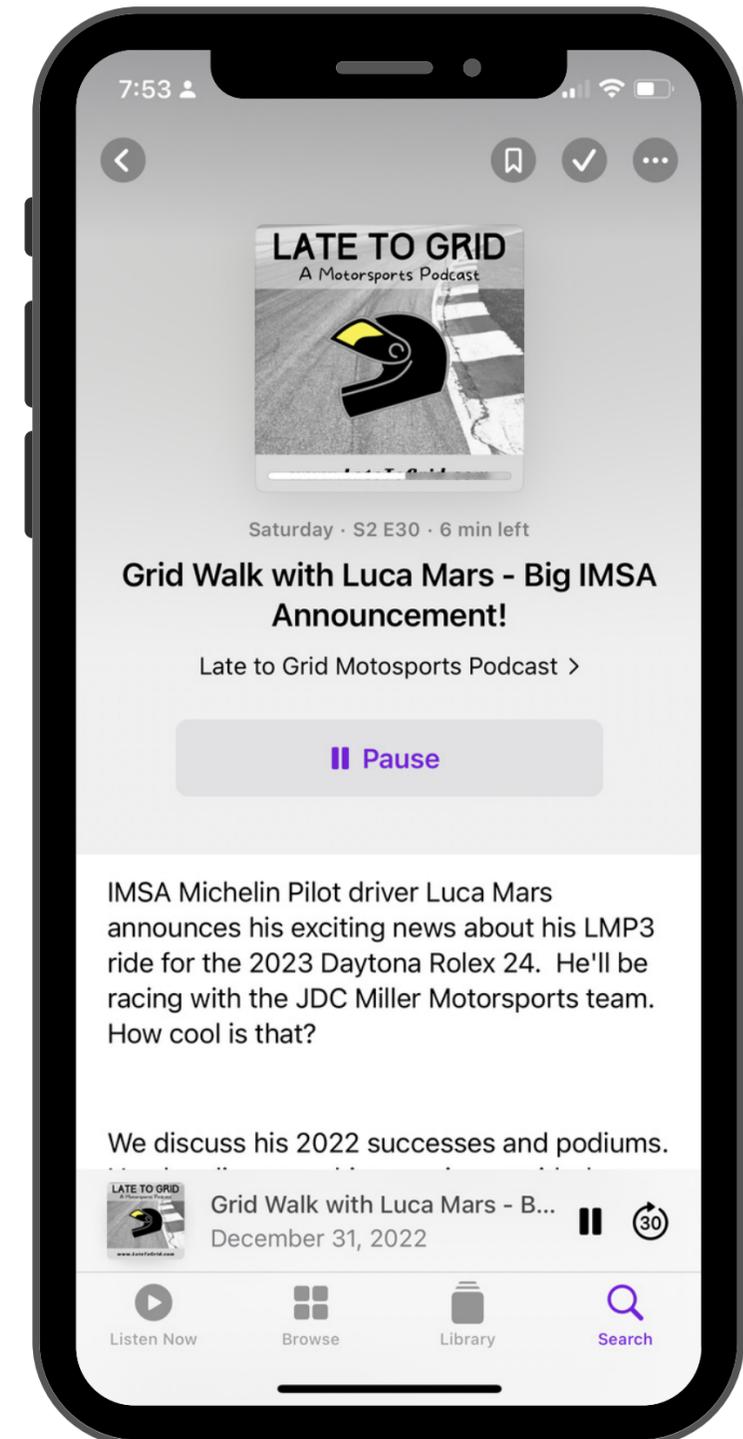


ABOUT

Each week, Late To Grid releases an episode that highlights someone who has been on track and shares their story to inspire others to take the next step in their motorsports journey. Bill also interviews industry insiders to provide information and insights about the products and services that make being on track even better.

It's hosted by Bill Snow who guides the conversation with questions and offers candid insights into his own experiences and current projects.

Since launching in 2020, the show has already gained a loyal following and attracted partners in the motorsports community.



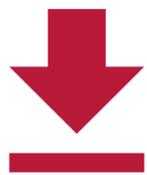


THE HOST

BILL SNOW

Bill Snow has been a car guy since he can remember and he turned his passion for cars and racing into a career. He owns an automotive repair business, heads up franchising for Rad Air Complete Car Care, created Atomic Autosports, and hosts the Late To Grid Podcast.

Bill is active in the motorsports community and engages with organizations that help promote the motorsports.



8,000+
DOWNLOADS



60+
EPISODES



400
MONTHLY LISTENERS



5.0
AVERAGE RATING

AUDIENCE

Late To Grid is still in its infancy but has already established a core group of loyal fans. The podcast averages more than 400 listeners per month due to the leveraging of existing personal networks and social audiences.

The show's audience consists of US-based listeners aged 20-54 with a gender skew toward males. Most listeners are based in the Mid-West.

The show's listeners are aspiring autocrossers, HPDE/Trackday participants, and road/endurance racers who are looking for further guidance on how to get on track and get faster.



EXAMPLE INTERVIEW QUESTIONS

Our interviews consist of an introduction to our guest followed by a conversation into their motorsports journey. Questions are tailored for each episode which results in an insightful conversation filled with good advice for our listeners. Here are some examples from previous episodes.

- What's your motorsports background?
- Tell me about your season.
- How did you get started in racing?
- How do you prepare for an event?
- What advice would you give to someone just getting started?
- What is it about motorsports that keeps you involved?
- Have you ever been Late To Grid?

PARTNERSHIP OPPORTUNITIES

\$???

Let's discuss your business goals, your ideal customer, and your ideas on working together. Then we'll be able to create the right package for you.

YOU'LL GET:

- Tailored commercials during podcast episodes
- Links to your website and social media in the episode show notes
- Brand mentions when we promote the episode on our social channels

WE ONLY ACCEPT PARTNERSHIPS WITH COMPANIES THAT ALIGN WITH LATE TO GRID'S MISSION.

PARTNERSHIP OPPORTUNITIES

\$5000

For brands wishing to promote themselves to our loyal fanbase, we offer monthly ad placements over the entire season (26-30 episodes)

YOU'LL GET:

- A 30 second host-read endorsement in the middle of each episode + custom commercial
- Links to your website and social media in the episode show notes
- Brand mentions when we promote the episode on our social channels

WE ONLY ACCEPT PARTNERSHIPS WITH COMPANIES THAT ALIGN WITH LATE TO GRID'S MISSION.

PARTNERSHIP OPPORTUNITIES

\$2500

For brands wishing to get in front of our loyal fanbase, we offer monthly ad placements over the entire season (26-30 episodes)

YOU'LL GET:

- A 30 second host-read endorsement in the middle of an episode (2 per month)
- Links to your website and social media in the episode show notes (2 per month)
- Brand mentions when we promote the episode & podcast on our social channels

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GET IN TOUCH TO DISCOVER HOW WE CAN WORK TOGETHER

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