



OZ LONGBOARDING

LIVE WEEKLY PODCAST

ABOUT:

A Podcast with no near equivalent about everything that is longboarding in Australia, live for 1 hour every Friday night. Here we showcase the sport / art of longboarding around our great nation.

Hosted by West Australian Jason 'Weeksy' Weeks founder of the Head Dip Appreciation Society, joined by a panel of regular commentators, Kirra Molnar from the Sunshine Coast, surf fitness & well-being specialist. Big Sean McKeown from the Gold Coast, contest director extraordinaire. World Rated WSL competitor, and ever the stylist, Jack Entwhistle from northern NSW. Matt 'The Waxhead' Chojnacki from Sydney, surf equipment guru and historian of our sport. Nathan Rivalland from Torquay Victoria, cold water specialist and MC supremo.

Together with our regular panel of commentators we will have weekly guest commentators to discuss different aspects of the longboard lifestyle, from equipment to accessories, surf fitness and contest strategy, and everything in between. We will be asking you to submit questions for our panel and guests to answer and there will be a prize for the best viewer question sent in.



Vision:

Our longboard surfing podcast will be fun and entertaining for surfers and non surfers alike.

Mission:

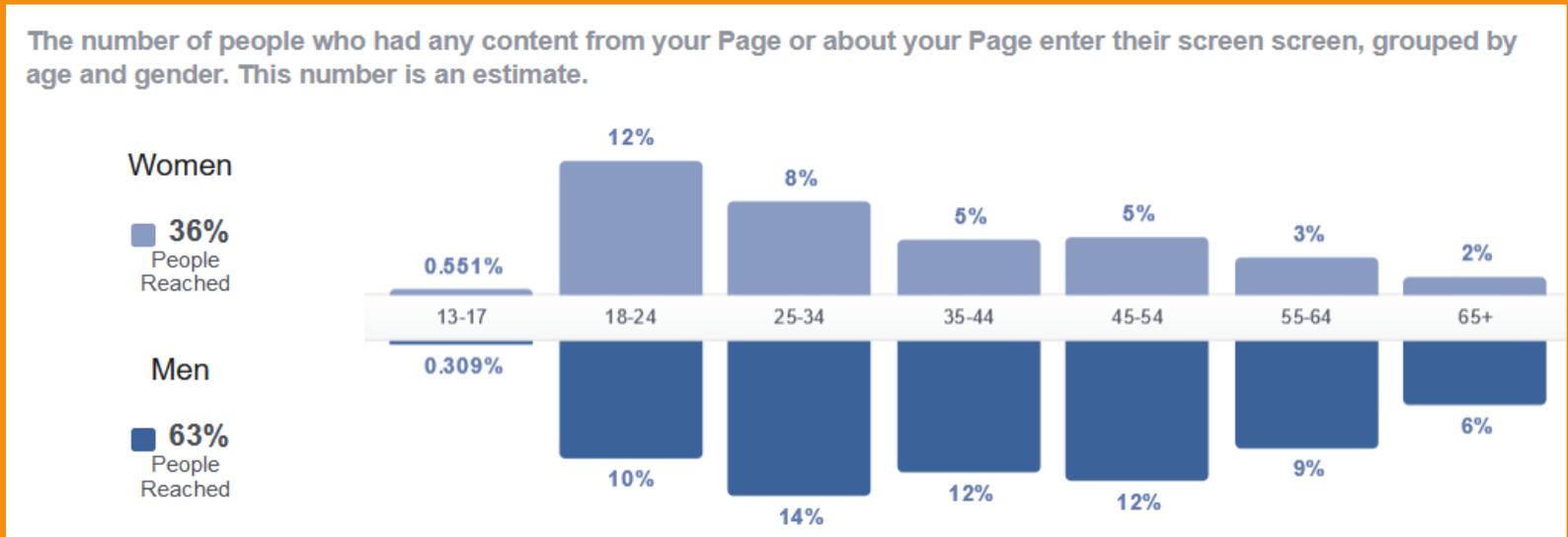
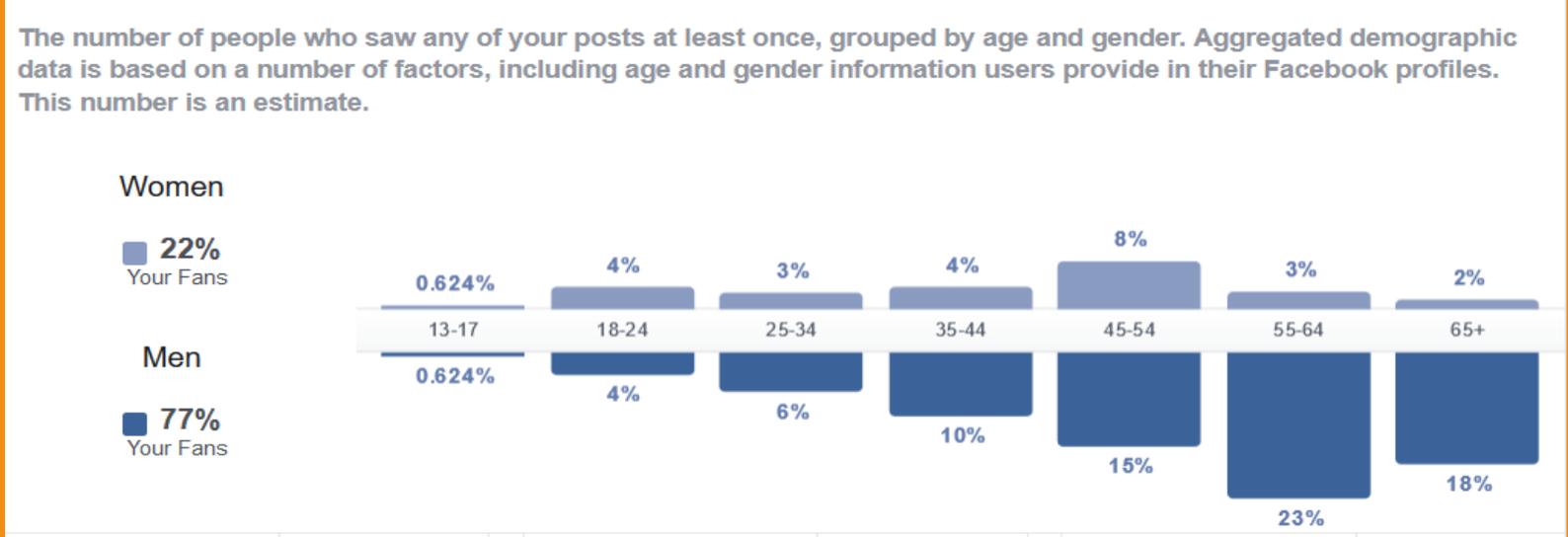
Our program will promote the healthy, active lifestyle that is longboard surfing. Viewers will be treated to an podcast proving fun and entertainment for all age.

Our Core Values:

1. Respect: For our traditional and present longboard surfing culture, for gender equality, one another
2. Inclusiveness: Openness to diverse participation, personal contribution and effort.
3. Teamwork: Common goals, different roles, collaborative action, shared accountability and rewards.
4. Professionalism: Honest, Integrity and transparency.
5. Service: We partner with our communities in the spirit of collaboration to provide services and expertise.



Viewership from Episode 1



Do You Need An Engaging And Effective Strategy To Capture Your Audience?

We understand that everyone's needs are different, so we invite you to work with us creating the perfect solution for your company.

Partnering with us will give you the perfect solution to achieve your company's marketing objectives.

Advertising Placement

Naming Rights to the OZ Longboard Live Podcast

Visual placement of your product on display

Visual and spruiked placement of your products/services by the host

Logo placement with how to access your products/services





CPM (cost per mille)

This is how much you will pay you per 1,000 downloads of any podcast episodes you are involved with. CPM pricing can be negotiated for every 1,000 downloads per episode where you have an “advertising placement”.

CPA (cost per acquisition)

This measures the number of sales or signups your businesses gets as a result of your ad. Think of it as a “referral bonus.” Here your business can offer an exclusive discount coupon code or can be directed them to a website through an affiliate link from our podcast blog. Both can help track which potential or actual customers came from interacting with the podcast. CPA can also be used to assess the efficiency of your ads. CPA pricing will can be a set price per referral or a percentage of the sales generated.

To Be Involved Contact

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