



FORT WAYNE
FOOTY

SPONSOR KIT

Connect your brand with Fort Wayne's passionate soccer community.



PODCAST

FORT WAYNE FOOTY started as a podcast showcasing soccer in the Summit City, from Fort Wayne FC to youth rec leagues. We're here to celebrate the game and elevate conversation in northeast Indiana - shining a spotlight on local players, teams, and events, and fostering a love for soccer at all levels.

We stream live every Sunday night on YouTube and post episodes on Monday mornings on all major podcast directories.



OUR STORY

For years, the idea of starting a soccer podcast in Fort Wayne lived as a dream. Soccer was already woven into the city's heartbeat—played on youth fields, debated on sidelines, and shared in living rooms—but there was no single place where that story lived. The dream was to create a home for Fort Wayne's soccer conversation, a platform that treated the game with the same pride, seriousness, and ambition as the people who loved it, even if the moment to bring it to life had not yet arrived.

That moment came in 2025. Fort Wayne FC announced its move into the professional ranks of USL League One for 2026, a new stadium began to rise, and for the first time in American professional soccer, promotion and relegation entered the conversation. What had once been a dream became a responsibility. Fort Wayne Footy was launched to meet that moment—because as soccer continues to grow here, Fort Wayne Footy is building the infrastructure to support it—connecting people, elevating the conversation, and ensuring this historic moment is not only documented, but amplified for years to come.





OUR VISION

In 2026, Fort Wayne Footy will grow from a single podcast into a full-fledged media platform for soccer across the city. We will launch a second show dedicated to local clubs and high schools, giving the next generation of players, coaches, and supporters a voice. Photographers will capture match-day moments, writers will deepen our digital coverage, and new partnerships will expand our reach, connecting more fans to the game they love.

Looking ahead, Fort Wayne Footy aims to become one of, if not the premier podcast in all of USL soccer. By expanding coverage locally and delivering professional, insightful storytelling at the national level, we will solidify our reputation as an authoritative voice across USL soccer, putting Fort Wayne—and its soccer culture—on the map for fans everywhere.



FORT WAYNE FOOTY viewers and listeners are local soccer fans, parents, and players passionate about growing the game. They're eager to learn, support youth and pro teams, and connect with the Fort Wayne soccer community. They value insight, storytelling, and updates that deepen their love and knowledge of the sport.

AUDIENCE



OUR TEAM

Our team is growing and we are expanding the coverage we offer in 2026 from one podcast to two along with additional photo and written content.



BRIAN BIEDENBACH
PODCAST HOST



DUSTIN DILLER
PODCAST HOST



MICAH MIDDENDORF
PODCAST HOST



TODD GILPIN
PODCAST HOST



AUTUMN DEMOTT
PODCAST HOST



PAUL JOHNSON
PODCAST HOST



ANTHONY ANZINI
PODCAST HOST



SEAN BLACK
PODCAST HOST



AMANDA BURGE
PODCAST HOST



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

Maximum visibility across our entire podcast network. Perfect for brands seeking comprehensive exposure and true partnership opportunities.

- Presenting sponsor mention on BOTH shows (episode opening)
- Dedicated 60-second mid-roll ad read in every episode of both shows
- Logo placement on all social media for both shows
- Quarterly co-branded content piece (blog, social graphics, or video)
- Link in show notes for all episodes across both shows
- Annual mention in year-end recap episode(s)
- First right of refusal for special episodes and events
- Exclusive "Presented by [Your Brand]" designation

450 **PER**
MO

— or —

4,500 **PER**
YR

*There are two premier
sponsor spots available
per year.*

Total available: 2

SHOW SPONSOR

Dedicated sponsorship of one specific show. Ideal for brands wanting consistent presence with a targeted audience.

- Episode opening mention as official show sponsor (every episode)
- 30-second mid-roll ad read OR segment sponsorship (your choice)
- Logo on social media related to that specific show
- Link in show notes for all episodes of that show
- Quarterly social media shout-out
- Recognition as a key supporter of the show

250 **PER**
MO
— or —
2,500 **PER**
YR

There are two show sponsor spots available per show per year.

Total available: 4



SEGMENT SPONSOR

Sponsor a recurring segment that aligns with your brand. Great for focused messaging and budget-conscious partnerships.

- “This segment brought to you by [Your Brand]" mention (15-20 seconds)
- Exclusive sponsorship of ONE recurring segment on either show
- Logo appears when segment is promoted on social media
- Link in show notes and video description with segment attribution
- Strong association with specific content area

150 **PER**
MO

— or —

1500 **PER**
YR

There are two segment sponsor spots available per show per year.

Total available: 4



CONTACT US

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THANK YOU