



# SIDELINE PODCAST

PARTNER PACKET

Everything you should know about partnering with the  
Sideline Podcast and the CYA community





## Youth Sports Advocacy

The Sideline Podcast connects. Youth sports parents, management and athletes

## Community Building

The Sideline Podcast is CYA's vehicle for fostering community through youth sports



# INTRODUCING THE SIDELINE

Welcome to The Sideline Podcast. We are so much more than just a podcast. We are a community built to bridge the gap between parents, management, coaches, referees and our young athletes.

Our focus is on the joy, development and life lessons of youth sports that go beyond the results of the game.

And we are excited to have you join us on our journey.

# WHAT WE OFFER

As a partner of the Sideline Podcast, you have access to a wide range of benefits to your business and join a fast-growing community of parents, coaches, athletes and other businesses across the Northern Virginia Region



## Website Ads

As partner to the Sideline Podcast, you have the option to promote your products or services through **strategically** placed advertisements **throughout** our **website**.



## Episode Mentions

We also give our partners the airtime to sit in our episodes as guests to not only promote their business but also join the conversation about the world of youth sports.



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## Social Media

Our partnership goes beyond our website and extend to our social media where partners can be mentioned on our social media channels, YouTube, TikTok, Instagram



# WEBSITE AD DETAILS

As a partner of the Podcast, you are not only featured in our episodes but across all our digital platforms. Our website features various pages with high traffic that ensure that your business, products and services are visible to the community as they browse and navigate our website

6

Basic Pages  
Available

4

Placements

9

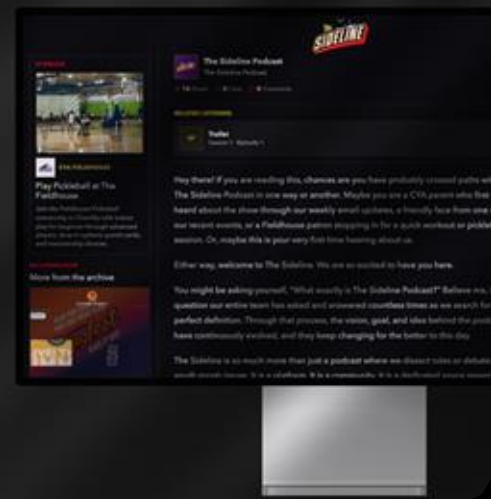
Catalog Pages  
Available

## AD PLACEMENT ON ARTICLES

The Sideline Podcast produces written content for our audience. From basic information articles to how-tos and to-dos for our community of parents, athletes, coaches and referees. As a partner you get featured on these articles regularly with a high chance of your AD converting to long term clients

## DEDICATED PARTNER PAGE

We have limited availability for our partners to have their dedicated pages on our website only available for a limited time. These pages showcase your business with a small selection or catalog of your goods, products and or services. This is excellent for if you don't already have a website or would like to push a specific item more.



# OUR AUDIENCE

CYA Lives on the Sideline!



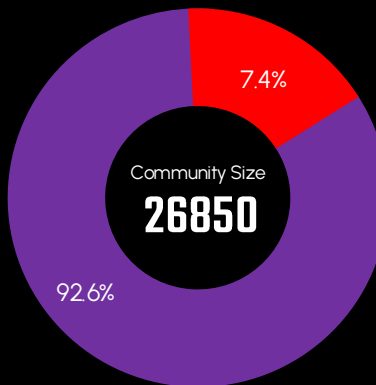
**+25000**

Through the CYA Buzz we can reach 25000 plus individuals: parents, coaches, referees and more in our community



**+1850**

Thanks to our online digital initiatives, our content reaches a minimum of 1850 individuals each time we send something out



■ CYA Buzz

■ Sideline Podcast

We are actively working on converting the CYA Buzz audience to the Sideline Podcast to further increase growth



3,100

Website Views

Our Website Traffic  
thesidelinepodcast.com

Apr 2026 – Jul 2026

1.05 M

VIEWS

60 Day Reach

Online Reach  
Across all digital  
platforms

+54%

Social Media Following  
1853 FOLLOWERS

Social Media Growth  
@theyasidelinepodcast

Q3, Q4 2025 – Q1, Q2 2026



# ONLINE GROWTH TRENDS

The Sideline's digital ecosystem is actively growing and fast. In the past quarter of the year (Q2) we have seen significant increases in our numbers both on social media and on our brand-new website which are all updated and managed on a day-to-day basis. Projections show those numbers will continue to rise in the coming weeks.

- This is the first quarter in the website's lifetime
- Website ranks 5.81 on average on google search. On the first page of google results for "the sideline podcast"
- Increased content output
- Our shortform content consistently grabs audience attention
- Direct connection to the Northern Virginia community







# WHY PARTNER WITH THE SIDELINE



## AD PLACEMENTS HANDLED IN HOUSE



We handle our AD placement and website management fully in house **without outsourcing**. This ensures that adjustments are made in a timely manner and with ease.

## DIRECT ACCESS TO DIVERSE CYA COMMUNITY



With the support of the CYA community, partnering with the Sideline podcast provides the opportunity to position yourself in front of real clients

## FRONT ROW AT THE FIELDHOUSE



We operate right out of the fieldhouse. Partnering with us positions you in front of the 100s of patrons we serve daily.



# GET **IN** TOUCH

Connect with our sponsorship team today!



The Sideline Podcast  
Learn More At  
[www.thesidelinepodcast.com](http://www.thesidelinepodcast.com)



Scott Liskey  
CYA Director Of Sponsorships  
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CYA Fieldhouse  
14810 Murdock Street  
[www.cyafieldhouse.org](http://www.cyafieldhouse.org)



## TUNE **IN**





# QUICK LINKS

A look at what you can expect as a Sideline Podcast partner

## LATEST ARTICLE



Take a look at one of our latest articles to see how AD placements work

## DEDICATED SPONSOR PAGES (CATALOG)



Episode pages also feature strategically placed AD spaces

## EPISODE PAGES



Episode pages also feature strategically placed AD spaces

## SIDELINE PARTNERS PAGE



The main page that features all our partners

## DEDICATED SPONSOR PAGES (BASIC)



View one of our limited dedicated sponsor pages





**T**HANK YOU!

We look forward to working with you!

