

Investor Packet



THE FIRECAST
with Scott Roberts



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FIERY HOT WITH
10,000+ DOWNLOADS
PER EPISODE!

WWW.THEFIRECAST.COM

Thank you for your interest in being part of **The Firecast with Scott Roberts**. The Firecast with Scott Roberts is an on-going, internet-based program (podcast) that provides information, interviews, tips, tricks and more to help provide knowledge about one of the most prolific industries that never goes away - FOOD. With the help of a variety of experts from all walks of life and industries that make a difference, Scott is able to provide engaging details, information and knowledge inside each podcast episode that adds to his online library of information about grilling, barbecuing, hot sauce, chile peppers and more!

About Scott Roberts



Recognized as one of the biggest authorities in the fiery foods industry, **Scott Roberts** has formally reviewed over 500 different hot sauces, barbecue sauces, condiments and rubs, and has tasted over an estimated 3,500 sauces and spice mixes. Since 2008 Scott has maintained a prolific output of spicy product reviews, industry interviews with top people and specialty manufacturers ranging from CaJohn Hard, Mike Greening, Dave DeWitt, Dr. BBQ Ray Lampe and Dave Hirschkop, and more for his own website ScottRobertsWeb.com, which as of July 2014 averages 210,000 unique visitors per month.

Outside of his own top-trafficked blog and social media endeavors, Scott is actively involved in the fiery foods industry and the chilehead community. He is a regular columnist and writer for [*Chile Pepper Magazine*](#). His audio podcast show, the [The Firecast](#), is the only current show on the internet with a focus on hot sauce, fiery foods and BBQ. He is the official sauce and rub reviewer of the [BBQ Central Radio Show](#). He has been featured in many media outlets, including [NPR](#), the [St. Louis Post-Dispatch](#), and several national and international radio programs. Scott also does work as a [voiceover artist](#) and is a podcast host for the [2GuysTalking Podcast Network](#).

Each of the last 10 episodes of The Firecast have averaged over 10,000 downloads of super-targeted listeners, with the back catalog continuing to get steady and significant download numbers.

Latest 10 Firecast Episodes in 2014, in Total Downloads

Episode 51	8,544
Episode 52	10,997
Episode 53	8,319
Episode 54	15,343
Episode 55	17,622
Episode 56	11,698
Episode 57	8,780
Episode 58	10,167
Episode 59	11,597
Episode 60	12,158

Stats updated September 2014

Are you ready to be included as a sponsor that provides The Firecast with the foundation it needs to continue making the difference? Read on for more details now!

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Invest - \$1000

- Runs for a 6-month/12-episode cycle.
- Being a guest line in-studio/via teleconference on one podcast episode during the 6-month cycle.
- A professionally-made commercial on each podcast during the cycle.
- Show notes mentions that link to your company site. (This will help exposure and also with search engine optimization for your brand on the internet.)
- Facebook mentions once a month for the 6-month ad cycle to Scott's Facebook following of 4,000+. Scott will promote your business and any special offers or events on his official Facebook page.
- Room for your company logo and one coupon ad on Scott's official Facebook page.

SPONSOR PACKAGES

Commit - \$1,800

- Runs for a 6-month/12-episode cycle.
- Being a guest line in-studio/via teleconference on one podcast episode during the 6-month cycle.
- A professionally-made commercial on each podcast during the cycle. You will receive a copy of this commercial for your future use.
- Two “live reads” mentioning your company near the start of the show and near the end of the show. These keep the audience listening through the spot since it isn’t a traditional “break” from the show.
- Show notes mentions that link to your company site. (This will help exposure and also with search engine optimization for your brand on the internet.)
- Company banner on TheFirecast.com for the 6-month ad cycle.
- Show notes mentions that link to your company site. (This will help exposure and also with search engine optimization for your brand on the internet.)

- Facebook mentions once a month for the 6-month ad cycle to Scott's Facebook following of 4,000+. Scott will promote your business and any special offers or events on his official Facebook page.
- Room for your company logo and one coupon ad on Scott's official Facebook page.
- A banner ad on Scott's Official Blog at ScottRobertsweb.com (the highest-trafficked hot sauce and spicy food blog according to web stats) and an in-depth mention along with other sponsors that is done once per six-month as cycle.
- Your company name and contact info on handouts at seminars, workshops, public venues, trade shows, and in-home workshops.

Are you ready to begin a profitable, advertising experience today? Contact us today at www.thefirecast.com/contact!