

SPORT AND LIFE.

SPONSORSHIP OPTIONS **2026**



ABOUT...

The Host - Teddy Draper

Teddy Draper's media career began in 2003 in the USA, while he was earning a Masters in Journalism at Ohio University. He anchored the local TV sports news, commentated on radio and wrote for several local papers. He returned to England in 2005 and has since worked for the BBC, MUTV, IMG and Virgin/Absolute Radio, among other outlets.

Since 2007, Teddy has worked as a presenter at Sky, including Sky News, Sky Sports News and digital content including the boxing podcast Toe-2-Toe and MMA YouTube shows. He's also written feature articles on boxing and MMA for Sky Sports' website. Teddy hosted and played the role of announcer during the boxing at the 2012 Olympics in London at The Excel and regularly hosts sports-related dinners and health events. Teddy also holds a Sports Science degree from Loughborough University and is a Qualified Level 3 Personal Trainer.

Since 2023 Teddy has also been training clients using his Triple Tonic philosophy in the Cheltenham area. These are outdoor workouts

built on three health-boosting pillars: fresh air, movement and conversation. To augment this service, Teddy has been training in counselling skills.

The Podcast - Sport and Life

Outside of his broadcast work for national media, Teddy has produced and presented the Sport and Life Podcast since 2018. These are relaxed conversations exploring the lives and insights of leading figures in sports, media, business, health and fitness and more.

In 2026 the Sport and Life website was launched as a home for the podcast, bringing together previews of the chats, written articles and links to watch and listen to the full podcast episodes. It also allows listeners to filter and find suggestions for articles and chats on related topics.

Being based in Cheltenham Teddy and his wife Carla hope to use the new Sport and Life website to celebrate and uplift their local community with positive, useful and interesting stories.

*“What we want to do is bring a special feeling of **connection**, **familiarity** and **awareness** to Cheltenham and Gloucester. It's also an amazing way for Carla and I to feel more connected to the people who live around us.”* Teddy Draper

WHY...

Work with Us?

We are a small family-team but we have many years of experience working at a high level within the media industry. Teddy as a national broadcaster for 20+ years working with the BBC, Sky News, Sky Sports News and many more, and Carla as a graphic designer working for 20+ years across wide variety of creative print and digital projects, including national magazines, corporate brand development, email marketing and social media marketing.

We care about what we do and we feel a strong connection to our local area. By partnering with us we will work with you to elevate your business in a bespoke and considered way within the local community and beyond.



OPTION 1

x1 Episode Sponsorship - £300 one-off payment

How it works:

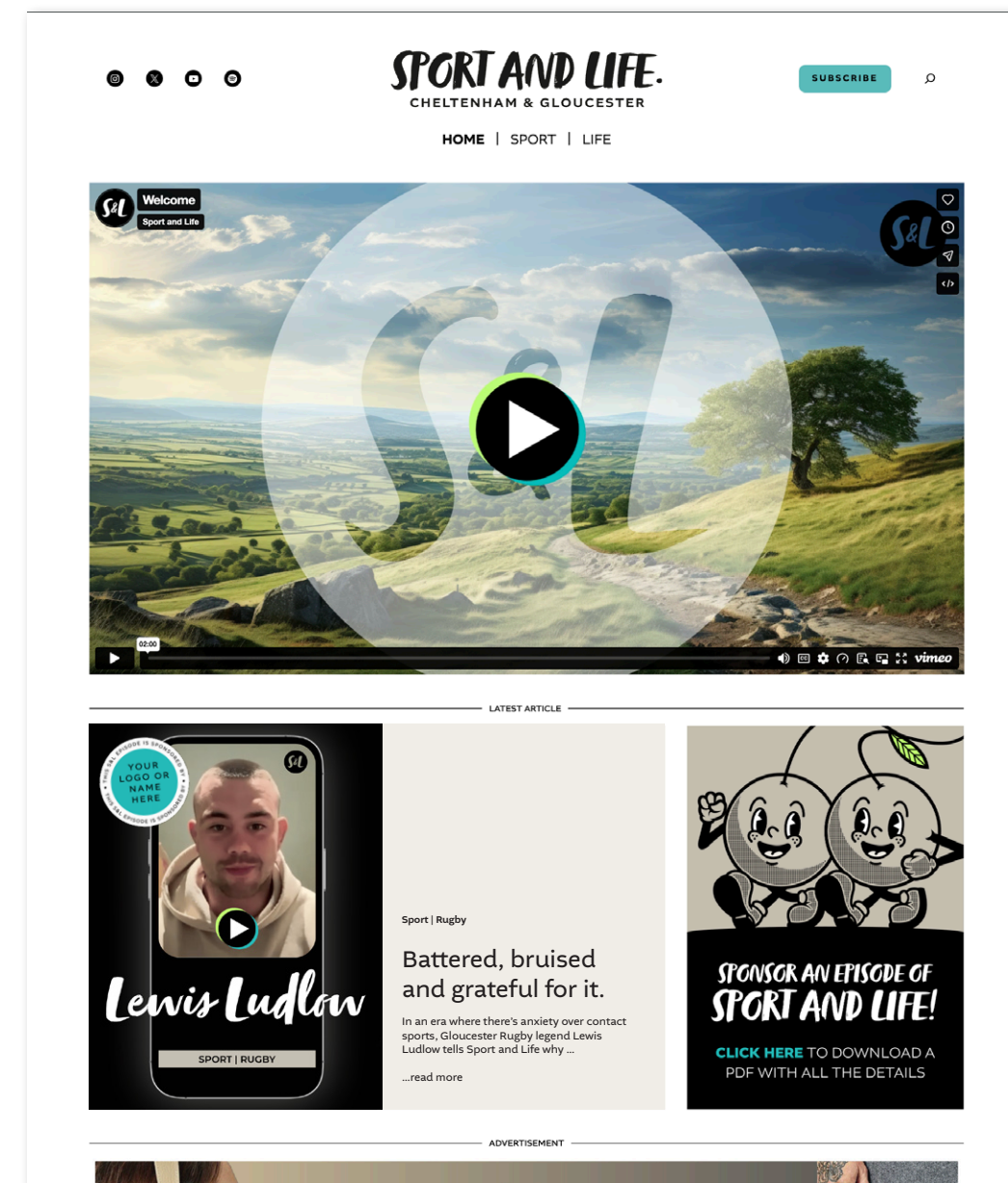
A one-off payment of £300* to be paid in advance. Once payment is received you will be allocated a podcast episode that will be published within 30 days. You may choose between SPORT or LIFE.

What's included:

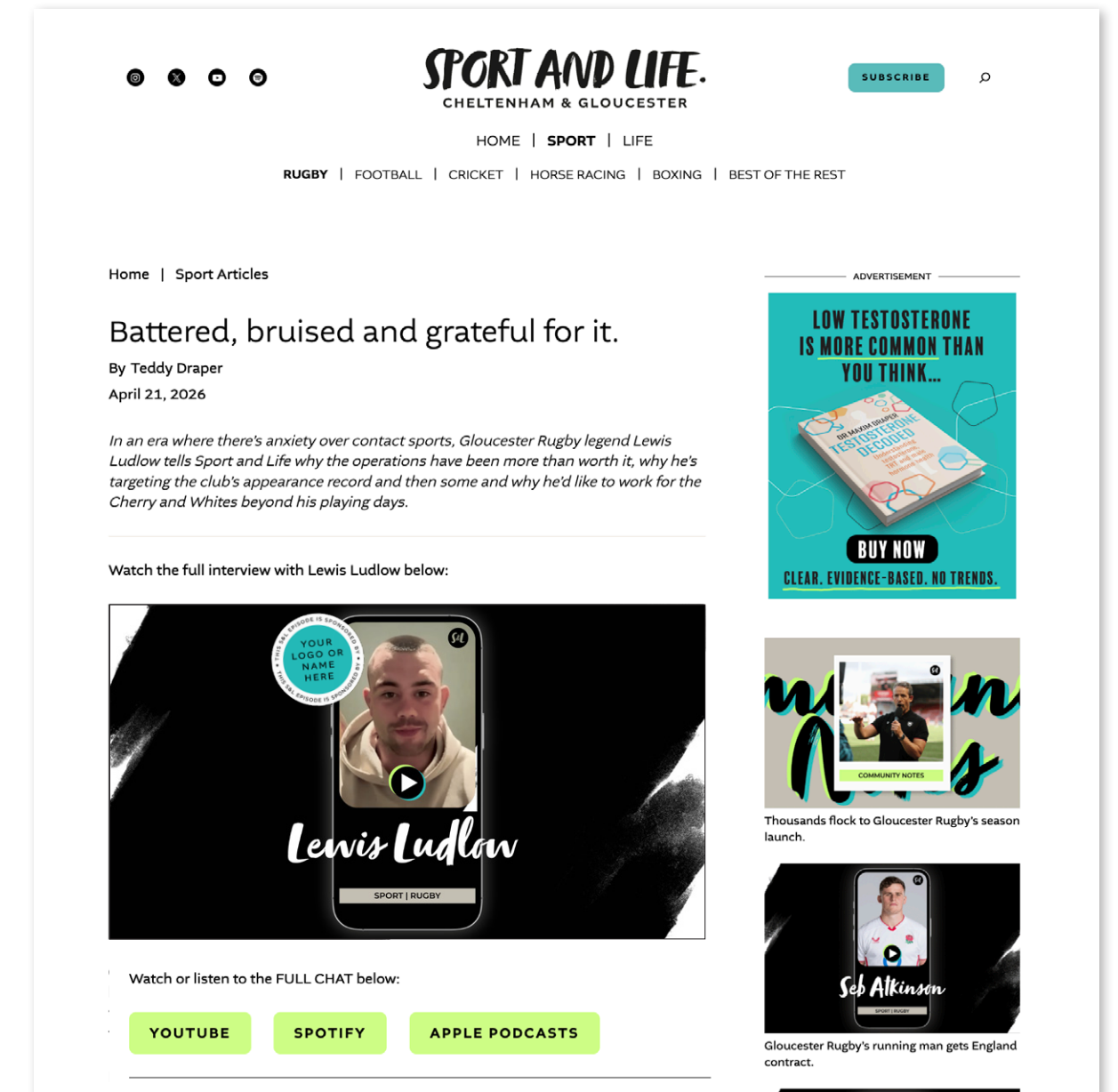
- **Your logo** on the relevant podcast social media slates - seen on Instagram, X and YouTube.
- **Tagging** across social media platforms - including Instagram, X and LinkedIn.
- **A verbal mention** in that episode - you may provide blurb (max length 30 seconds).
- **Your logo** on the relevant podcast website slate.
- **A written mention** in the website article - eg. This episode of Sport and Life is sponsored by [your company name], plus a link to your website or social media.



Your logo to appear on x1 podcast episode social media slate.



Your logo to appear on x1 podcast episode video and website slate. Video slates also appear on our Spotify and YouTube channels.



* Price to be reviewed every April 30th and October 31st.



OPTION 2

x1 Episode Sponsorship - £200 by Direct Debit

How it works:

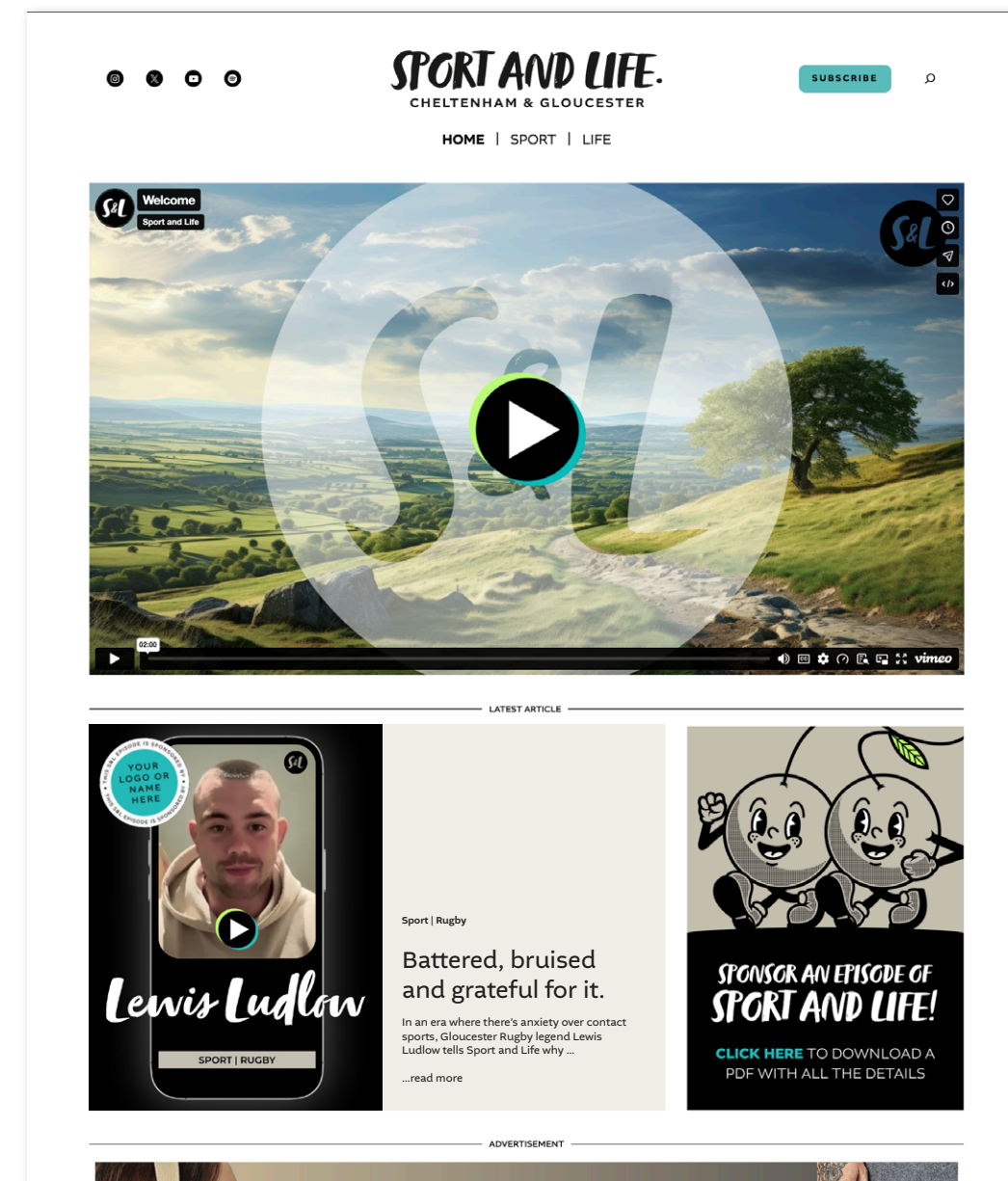
A direct debit payment of £200* - for a minimum of three months** - to be paid on the first of each month. Once payment is received you will be allocated one podcast episode for that month which will be published within 30 days. You may choose between SPORT or LIFE.

What's included:

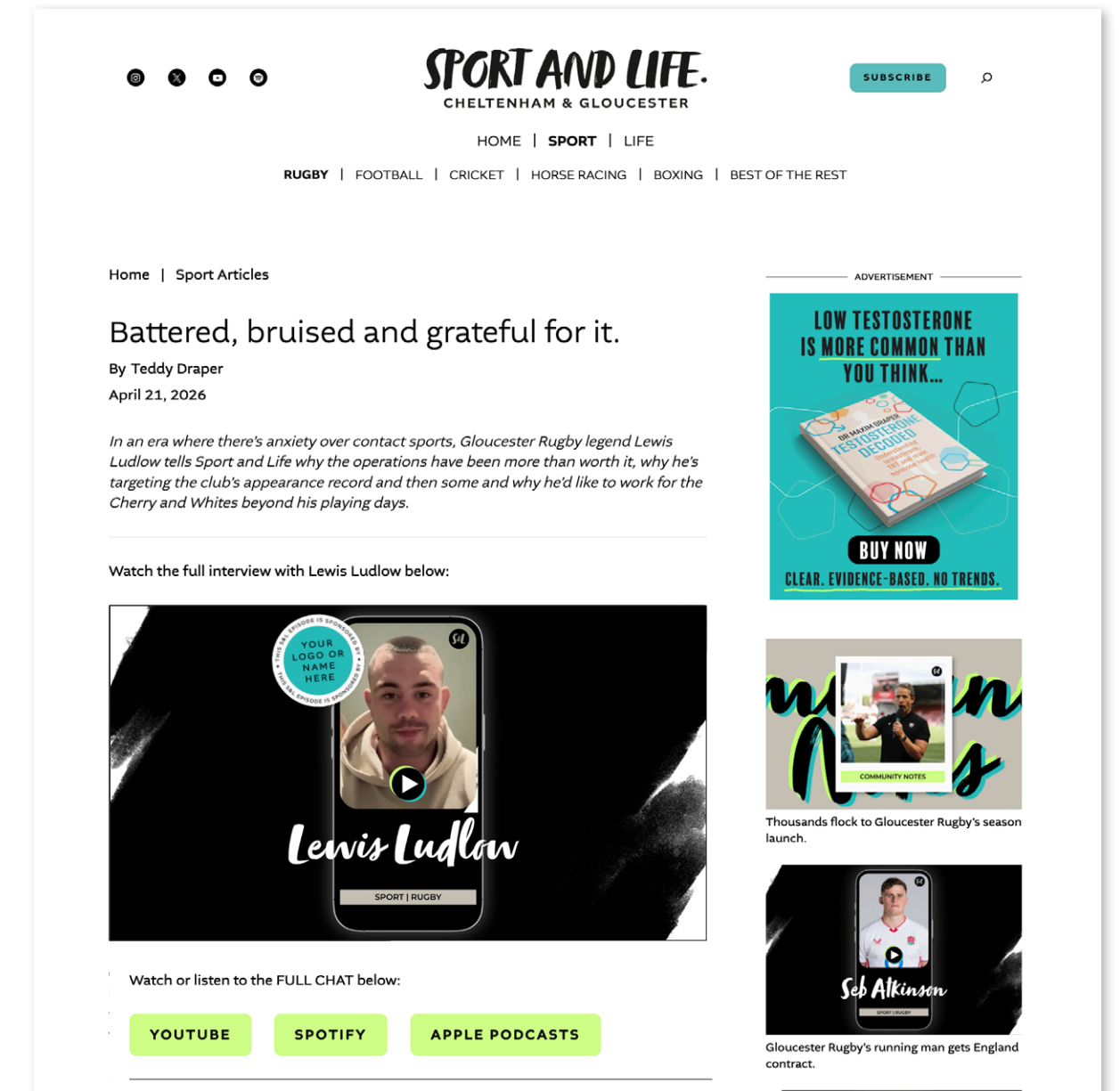
- **Your logo** on the relevant podcast social media slates - seen on Instagram, X and YouTube.
- **Tagging** across social media platforms - including Instagram, X and LinkedIn.
- **A verbal mention** in each episode - you may provide a blurb (max length 30 seconds).
- **Your logo** on the relevant podcast website slates.
- **A written mention** in each website article - eg. This episode of Sport and Life is sponsored by [your company name], plus a link to your website or social media.



Your logo to appear on x1 podcast episode social media slate each month.



Your logo to appear on x1 podcast episode video and website slate each month. Video slates also appear on our Spotify and YouTube channels.



* Price to be reviewed every April 30th.

** A minimum of 14 days notice is required to cancel the agreement.

*** x1 blurb, can be updated monthly.



OPTION 3

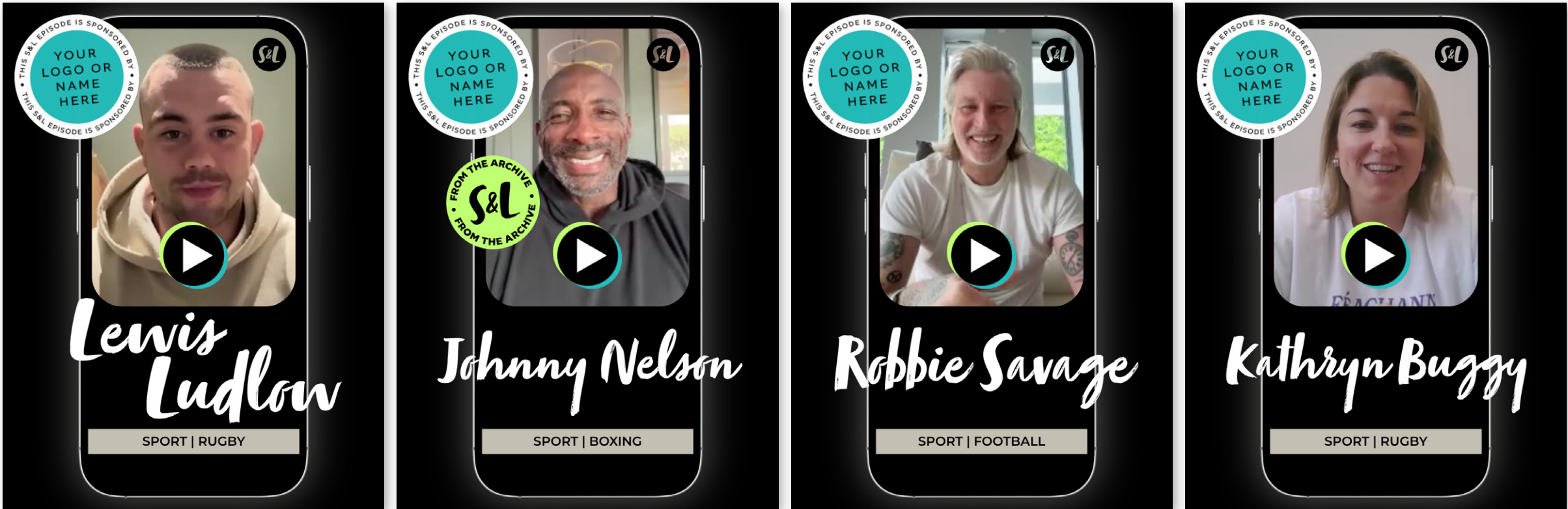
x4 Episode Sponsorship - £720 by Direct Debit

How it works:

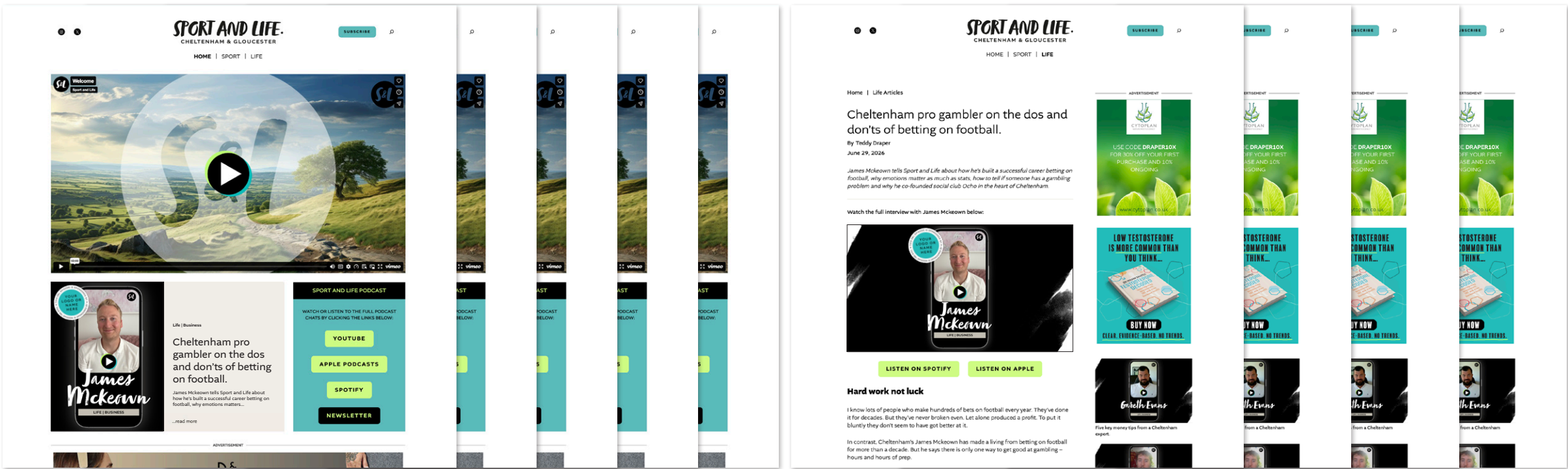
A direct debit payment of £720* to be paid - for a minimum of three months** - on the first of each month. Once payment is received you will be allocated four podcast episodes that will be published at regular intervals across that month, you may choose a preference between SPORT or LIFE and we will aim to allocate at least 3/4.

What’s included:

- **Your logo** on the relevant podcast social media slates - seen on Instagram, X and YouTube.
- **Tagging** across social media platforms - including Instagram, X and LinkedIn.
- **A verbal mention** in each episode - you may provide a blurb*** (max length 30 seconds).
- **Your logo** on the relevant podcast website slates.
- **A written mention** in the website article - eg. This episode of Sport and Life is sponsored by [your company name], plus a link to your website or social media.



Your logo to appear on x4 podcast episode social media slates each month.



Your logo to appear on x4 podcast episode video and website slates each month. Video slates also appear on our Spotify and YouTube channels.

* Price to be reviewed every April 30th.
** A minimum of 14 days notice is required to cancel the agreement.
*** x1 blurb to be used across all episodes, can be updated monthly.



THE NUMBERS*

The Podcast

To date over **500 episodes** published and rated in the **top 30% of videos on Spotify**. Completion rate of **43%** (people listening all the way through).

1000/1500 Podcast Listens/Downloads per month across Apple Podcasts, Spotify, YouTube etc.

Audience = **80% male** on average, sports interested. **90% listeners UK**-based and anecdotal evidence of substantial content users come from Cheltenham and Gloucester area.

The Website

Since it’s launch in May ‘26 sportandlife.co.uk has had **5.7K views** and **16K event counts** (total number of times users trigger a tracked action) with the majority of users based in **Cheltenham and London**.

Social Media

100,000+ plus views/impressions on average per month on social media of podcast clips across Sport and Life’s accounts and Teddy’s Instagram, Facebook, LinkedIn and X accounts.

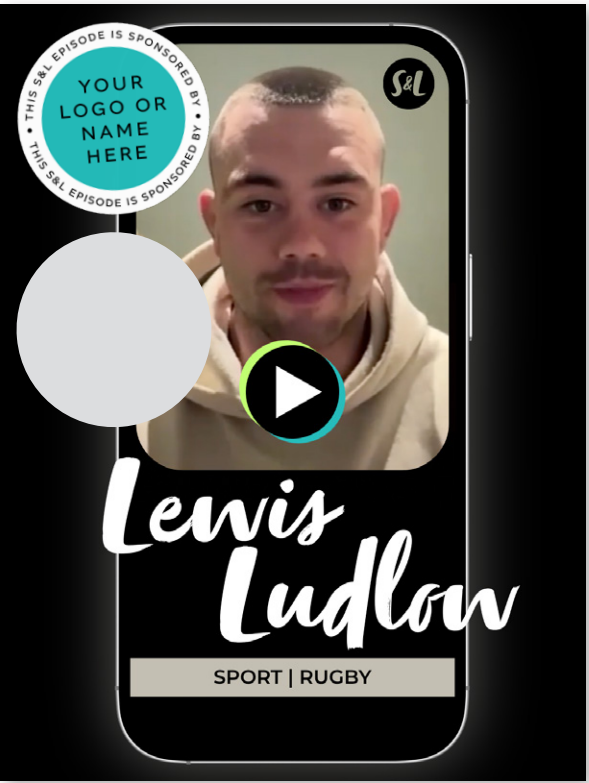
PARTNERSHIP

Longterm Partners

Sport and Life has had a title sponsor of **Bang and Olufsen Cheltenham** since 2020 and an ongoing association with Worcester food-based supplement company **Cytoplan**.

Sponsorship

We would have a maximum of three sponsors on any single episode of Sport and Life (including the pre-existing sponsorship of B&O) so your company would be prominent on visual content and in voiced mentions on the podcast.



A maximun of two sponsorship logos per slate - B&O has a separate pre-exsiting slate on video content.



* All numbers correct at time of writing - August 2026.



CONTACT US:

hello@drapermedia.co.uk

Please note all prices are valid until April 2027