

BOXTOROW W/ DONAL WARE

HBCU FOOTBALL PODCAST



CELEBRATING 127 YEARS OF HBCU FOOTBALL #HBCU127

For 14 years, BOXTOROW has been and continues to be the leader in the HBCU sports world. With many innovative initiatives including the only national rankings of the HBCU football recruiting classes and HBCU coaches poll which runs in national publications, BOXTOROW introduces its daily football podcast.

Known as the voice of HBCU Sports, Ware will preview all 51 HBCU football programs in an 8-10 minute daily podcast, leading up to the kickoff of the HBCU football season when defending HBCU national champion North Carolina A&T takes on Jacksonville State in a nationally televised game.

Once the season kicks off, BOXTOROW will continue its daily podcast, breaking down upcoming games, reviewing games played and talking with coaches and players of respective schools.

REACH

- National promotion to HBCU alumni offices and associations of all 51 schools
- The BOXTOROW radio program will be used as a promotion vehicle; airs on 40 radio stations across the country and SiriusXM
- 57,527 unique site visitors per month
- Close to two million fans attended HBCU football games
- Special emphasis placed on reaching West Coast listeners where there are no HBCUs (Los Angeles, etc.)

DEMOGRAPHICS

- 73% Male Audience
- 60% are in the 25-54 demo
- 75% are college graduates
- Median income of \$75,000+

ABOUT THE PODCAST

- Podcast and be downloaded or listened to online
- Spots incorporated in podcasts or can be a live read

PRICING

Presenting Sponsorship BOXTOROW w/ Donal Ware HBCU Football Podcast (June 18 – August 24) presented by...	\$1,500
Presenting Sponsorship BOXTOROW w/ Donal Ware HBCU Football Podcast (August 22 – December 14) presented by...	\$2,500
One (1) fifteen-second (:15) spot in any Podcast	\$25
One (1) thirty-second (:30) spot in any Podcast	\$40
Three (3) thirty-second (:30) spots in any Podcast	\$100
Web Banner on Podcast Page	\$100 per week
One (1) thirty-second (:30) spot in all 50 Podcasts	\$500
Sponsorship Package Two Thirty-Second Spots Web Banner on Podcast Page w/ link to sponsor Website	\$100

TIDBITS

- The first HBCU football game was played on December 27, 1892 in Salisbury, NC when Livingstone College and Biddle College (now Johnson C. Smith) met
- In 2018, the North Carolina A&T Aggies won their second straight Celebration Bowl and HBCU national championship. It was their third CB and HBCU national championship in four years. The Aggies defeated Alcorn State 24-22. The game was nationally televised on ABC.
- Four HBCU players were selected in the 2019 NFL Draft including Alabama State offensive tackle Tytus Howard (first round, Houston Texans), North Carolina A&T defensive end Darryl Johnson, Jr. (7th round, Buffalo Bills), Prairie View A&M defensive end Quinton Bell (seventh round, Oakland Raiders), and Morgan State offensive tackle Joshua Miles (seventh round, Arizona Cardinals)
- This is the 127th year of HBCU Football

PODCAST SCHEDULE

WEEK OF 6/17

Alcorn State, Bowie State, Miles

WEEK OF 6/24

Edward Waters, Texas College, West Virginia State, Langston, Lincoln (Mo.)

WEEK OF 7/1

Virginia Union, Virginia State, Lincoln (Pa.), Tennessee State, Allen

WEEK OF 7/8

Fort Valley State, Albany State, Benedict, Clark Atlanta, Morehouse

WEEK OF 7/15

Tuskegee, Kentucky State, Central State, Lane, Grambling

WEEK OF 7/22

Southern, Prairie View A&M, Arkansas Pine Bluff, Texas Southern, Alabama A&M

WEEK OF 7/29

Alabama State, Mississippi Valley State, Jackson State, Howard, Morgan State

WEEK OF 8/5

Delaware State, Florida A&M, Bethune-Cookman, South Carolina State, Norfolk State

WEEK OF 8/12

North Carolina A&T, North Carolina Central, Winston-Salem State, Shaw, Saint Augustine's

WEEK OF 8/19

Livingstone, Johnson C. Smith, Fayetteville State, Chowan, Elizabeth City State

WEEK OF 8/26

Hampton, Savannah State, Virginia University of Lynchburg