

The Big Scoop with Coop

Sponsorship & Brand Partnerships

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ABOUT THE PLATFORM

More Than a Podcast. A Platform.

The Big Scoop with Coop is a purpose-driven interview platform featuring authentic conversations with actors, creatives, athletes, and culture-shapers.

We turn real stories into content that connects, engages, and inspires.

Why It Matters

- Authentic conversations that build trust
- A growing audience that values real stories
- Multi-platform content across YouTube & social
- Positioned for long-term media growth

**More Than a
Podcast. A
Platform.**

PROVEN CONSISTENCY

13+

Seasons of Content

Consistency • Longevity • Trust

13+ seasons of authentic conversations that
connect culture and storytelling.

BEYOND THE INTERVIEW

Michael D. Cooper | TEDxRaleigh Speaker



THE POWER OF ONE CONVERSATION

Michael D. Cooper took the TEDxRaleigh stage with a message rooted in authentic conversation, human connection, and helping people see possibility in themselves.

His talk expands his platform beyond interviewing, showcasing his ability to connect as a speaker, storyteller, host, and media personality.

WHY THIS MATTERS FOR BRANDS

- TEDxRaleigh Speaker
- Live Audience Experience
- Purpose-Driven Storytelling
- On-Camera Presence
- Cross-Platform Content
- Authentic Brand Alignment

[WATCH THE TEDx TALK](#)

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Built for a Purpose-Driven Audience

Our audience is made up of purpose-driven professionals, aspiring creatives, and culture enthusiasts focused on growth, success, and meaningful conversations.

- + High trust in host and guest conversations
- + Strong engagement with storytelling content
- + Receptive to authentic brand integration
- + Aligned with lifestyle, culture, and growth-focused brands

Conversations with Notable Guests

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Entertainment • Sports • Culture

Actors & Entertainment

- Vanessa Bell Calloway
- Karyn Parsons
- Kellita Smith

Film, TV & Creative Industry

- Bill Duke
- **LisaRaye McCoy**
- **Terri J. Vaughn**

Sports & Culture

- Ken Shamrock
- Eric Metcalf
- Rising voices shaping culture

Featuring actors, athletes, creatives, and industry leaders

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Multi-Platform Reach. Built for Visibility.

Platform & Distribution

- YouTube (Full Episodes)
- YouTube Shorts (High-reach clips)
- Instagram (Reels + engagement)
- TikTok (Discovery-driven content)
- Facebook (Extended audience reach)
- Audio Platforms (Spotify, Apple, iHeart)

Why This Matters for Brands

- Multi-platform visibility for every partnership
- Short-form + long-form exposure
- Content built for sharing and discovery
- Consistent audience touchpoints
- Expanding reach across channels

One conversation. Multiple pieces of content. Across platforms.

Partnership Opportunities

- + **Sponsored** Podcast Episodes
- + **Short-Form** Content (Clips & Reels)
- + **Multi-Platform** Distribution
- + **Brand** Integration (Organic Placement)
- + **Social** Promotion (IG, TikTok, Facebook)
- + **Audience** Engagement & Visibility
- + **YouTube** Feature + Links
- + **Guest + Brand** Cross Promotion
- + **Custom** Campaign Builds

Partnership Packages

Starter

- 1 **Sponsored** Episode
- **YouTube Feature** + Links
- 1 **Social Media** Promotion
- **Brand Integration** (Mention)

Starting at **\$500–\$1,000**

Growth

- 1 **Sponsored** Episode
- 3–5 **Short-Form** Clips
- **Multi-Platform** Promotion
- **Guest + Brand** Cross Promotion

Starting at **\$1,500–\$2,500**

Premium

- **Multiple Sponsored** Episodes
- **Full Short-Form** Content Package
- **Multi-Platform** Distribution
- **Custom Brand** Integration
- **Full Campaign** Strategy + Execution

Starting at **\$3,000–\$5,000+**

Flexible partnerships tailored to your brand goals



Full-Scale Content Execution Across Platforms

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- **Interview Production**
(Full Episodes)
- **Short-Form Content**
(Clips, Reels, Shorts)
- **Social Media Distribution**
- **Brand Integration**
(Organic + Strategic)
- **Audience Engagement & Storytelling**
- **Content Repurposing**
Across Platforms

Proven across conversations with actors, athletes, and industry leaders

Designed for brands looking to reach purpose-driven, culture-focused audiences

**Let's Build Something
Together**

**Multi-platform storytelling. Purpose-driven
audiences. Real impact.**

Partnership Inquiries

Tawann McNeil

Guest Relations & Partnerships

The Big Scoop Productions

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Now booking brand partnerships for Season 13
