



A John Pyka Productions Presentation

## WE DELIVER THE GEEK CULTURE MARKET...

John Pyka Productions has found success in a niche market by creating live and digital entertainment for audiences in the “geek culture” community. The biggest reason to partner with a popular content producer like John Pyka Productions is a simple truth that is very visible: **Geek is “in.”**

As recently highlighted by the staggering \$20+ billion 2019 box office success of movies like *Endgame*, *Rise of Skywalker*, and the wild popularity of TV shows like *The Mandalorian*, *Stranger Things* and *WandaVision*, fans of genre fare are hardly limited to a specific age group or class. Fandom reaches into every age, income, and racial spectrum. Getting in touch with fans directly through the entertainment they consume is a key opportunity for an impression beyond the next video rental or publication purchase, transcending into cars, homes, business services and beyond.

With the television and film market dominated by genre fare ranging from horror to fantasy, science fiction to comic books, the undeniable reality is that ***the geeks have inherited the earth***. It is a culture that deeply values the social connections and community events which bring them together for deeper exploration of the subjects they hold dear. This segment is highly influenced by the “buzz” within their circles, regarding choices of any kind: food and drink, technology, vehicles, home goods and more.

There is a core value of fan community support which carries a lot of weight within “geek circles.” Those businesses and groups who support them tend to become “a part of the tribe,” and are remembered when otherwise mundane consumer choices are presented. Whether a small independent operation, or a national corporation, participation in “geek culture” event entertainment makes an impact in penetration across this consumer group.

Founded by 30-year entertainer and broadcaster John B. Pyka, John Pyka Productions produces cross-platform live shows and digital media through the Back of the Cereal Box network, which includes the shows; Back of the Cereal Box, Cryptid Crunch, Back Issue Breakfast Club, Big Bowl of Boardgames, New Comics, YUM! and I-Scream Queens, seen and heard on YouTube, Facebook Watch, Instagram, Apple Podcasts, Spotify, and iHeart Radio. Our base monthly reach is over 74,000 unique impressions with a goal to increase that reach to over 100,000 per month by Q2 2021. Our audience demographic is made up of people age 25 - 49 interested in theater, sci-fi, fantasy, gaming and comic book pop culture. Our current list of affiliates and sponsors includes Pod Decks, Bark Box, and Entertainment Earth.

We are asking you to partner with us to sponsor the Back of the Cereal Box brand, and to reach one of the largest consumer demographics available. In addition, your support of Back of the Cereal Box comes with a bonus: you’re supporting our social mission of arts education and promotion in and to schools and community/civic groups and organizations.

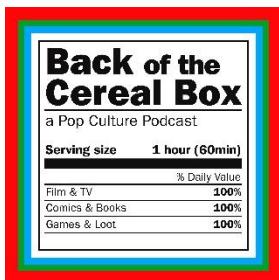
# WHAT DO WE DO?

*And there came a day, unlike any other day when the question was asked: "Wouldn't be cool to get all your friends together on Saturday morning, eat big bowls of cereal and talk about cool pop culture stuff?"*

*The answer was "yes," and the Back of the Cereal Box podcast was born!*

*It is the only podcast network fortified with 8 essential vitamins and minerals!*

John Pyka Productions produces Back of the Cereal Box, which includes several video and audio “spin-offs” that appeal to the geek culture community, all without politics or toxic fandom!



**Back of the Cereal Box** is both an audio and video broadcast brand, hosting an audio podcasts on Apple Podcasts, Spotify, and iHeart Radio, as well as a weekly live stream video cast distributed to 3,000 – 5,000 people watching each week on multiple streaming and download video platforms including YouTube, Facebook Watch, Vimeo and Rumble. The weekly audio podcast has an average 1,000 people listening per episode with a growing, engaged audience. The weekly shows are hosted by “The Prophet of Pop Culture” John Pyka, “AubryX” Aubry Brewer, and the Incomparable Dee Bartee, with other hosts in the BOTCB family joining in on a regular basis!



**Back Issue Breakfast Club** hosted by Kelly Guentner of Phoenix Sisters Cosplay, Kelly reviews new and classic comic stories that have been published in graphic novel or collected trade paperback format. The weekly show seeks to expose viewers to stories they may not be familiar with and to encourage viewers to revisit the stories, by purchasing at a local sponsoring comic shop! BIBC is a YouTube exclusive averaging 600 – 1,000 people watching per episode!



**I Scream Queens** is a spin off show for those who like their geek a little darker. It's a midnight snack of horror and gothic flavored goodness! Hosted by celebrity host “The Pinup Cosplayer” D’Elle Memphis and her Scream Queens Kat Malone and Lauren Knight and covers horror themed movies, comic and games in a deliciously irreverent format! I Scream Queens is averaging 1,000 people watching per episode.



**Case Files of the Geek Gumshoe.** Mondays are hard. Everyone needs their morning joe. So we are serving us a hard-boiled dark roast courtesy of The Case Files of the Geek Gumshoe! “Case Files” stars D.E. LaRiviere, a professional forensic crime scene investigator. Every week he does an irreverent forensic investigation into cryptid sightings, UFO encounters or paranormal events. Currently “Case Files” has an audience of 500 – 1000 people per episode.

## **Sponsorship of the Back of the Cereal Box broadcasts can include:**

**30 second pre-roll and 60 second mid-roll ads** produced by the podcast team and featuring the hosts of the show(s) reading the personalized ad as a personal endorsement – The most powerful advertising!

**Representatives of your brand** can appear on the show(s) to engage with our audience and connect your brand to real people.

**Social Media promotion** to our 74,000 followers across multiple social media accounts and channels.

**Promotion via our e-mail list** of approximately 3,000 people.

## **Podcast sponsorship also has Value added opportunities:**

**Convention Exhibitor Booth** – The cast(s) of Back of the Cereal Box attend geek culture trade shows and conventions through the year as exhibiting guests, as value added the sponsor's logo is added to the backdrop of the exhibitor booth for the duration of the event. PLUS feature your product or service in our booth!

**Workshop/Lecture/Panels** – Many conventions will book cast members of Back of the Cereal Box to present workshops or appear as a lecturer or panelist; the company logo is printed prominently on the stand-up banner on display during the events. Sponsors are also recognized by name during these value-added events.

**Evergreen Advertising** - Your pre-roll ads live on forever on the Back of the Cereal Box podcasts across all platforms.

**Viral Advertising** Your logo will be seen in every photo shared from our photo booth or lobby on social media – Twitter/Instagram. Pinterest/Facebook. Unlimited impressions!

## **OUR SOCIAL MISSION**

John Pyka Productions doesn't just produce great entertainment, we also are committed to the promotion and advocacy of arts and arts education in schools. John Pyka's personal story is a powerful example of how art and music can impact lives. Through art and music, he was able to overcome bullying and social anxiety to become not only a successful entertainer and speaker, but a successful entrepreneur. Every travel date or convention appearance is coupled with a middle or high school community visit to allow John to share his story with students, teachers and parents and to advocate the support of arts and arts education in public schools.

Your sponsorship not only exposes your product or service to a large commercial demographic, but it also supports this social mission of John Pyka and John Pyka Productions.

## Meet the Hosts

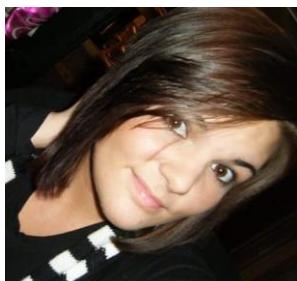
**John B Pyka** “The Prophet of Pop Culture” is the creative genius behind the madness!

John has had an extensive career as a professional entertainer and storyteller. As a producer and director, Johnny directed and hosted over 117 consecutive episodes of Tales From The Geek on ComicsPriceGuide, and over 130 consecutive episodes of Comixstravaganza on GraphicPolicy. Those shows averaged a viewership of 80,000 people and 108,000 people per week respectively. John was also the producer and host of the Dieselpunk Podcast for 10 years, averaging over 10,000 people listening per episode!

John is also the author of 4 books on magic, including the industry best-seller Theatrical Magic. His first novella Night Reich will be published by Seventh Star Press in the Spring of 2021, and his original comic series The League of Impossibilists will be available in digital and print format in the Summer of 2021! **10,725 Social Media Followers**



**Dee Bartee** has been John Pyka’s broadcasting partner for over 10 years, having appeared as one half of “The Power Couple of Pop Culture” on Tales From the Geek and Comixstravaganza. Dee is a talented model, actress and photographer and is the only member of the BOTCB family that can boost a restraining order from former Superman actor Dean Cain! She is also the only cast member who thoroughly rejects breakfast cereal! **2,010 Social Media Followers**



**Aubry Brewer**, also known as “Geek Girl AubryX” is the video gaming and anime expert of the Back of the Cereal Box crew. She claims that her superpowers are sarcasm and cuteness and she’s not afraid to use them! Aubry is a popular twitch gaming streamer @aubryx1 and has 1,000s of followers who tune into her weekly twitch streams to see her conquer another video game! **687 Social Media Followers**



**D'Elle Memphis** is the madness behind I-Scream Queens, the BOTCB series that covers the horror and gothic sides of geek pop culture! “The Pinup Cosplayer” is recognized at conventions throughout the Southeast US for her stunning cosplays that fuse her love of rockabilly pinup and comic book characters! She is the lead singer of the jazz/blues band The Murdering Crows and is no stranger to geek pop culture broadcasting. She hosts a regular product review show called Digging Deeper on her own YouTube channel! The first album from the Murdering Crows is scheduled for a Spring 2021 release! **34,000 Social Media Followers**



**Kelly Guentner** started as a guest on the show and became the first personality to host her own BOTCB spin off show! As the host of the Back Issue Breakfast Club, Kelly couples her encyclopedic knowledge of comics with her unbearable likability to create one of the most refreshing shows in digital entertainment! Kelly is one half of the popular cosplay duo Phoenix Sisters Cosplay and the host of Drunk Comics on her own Phoenix Sisters Cosplay YouTube Channel! She is also the author (Kelly Edwards) of the supervillain urban fantasy novel Scorcher: Forces of Nature! It's available wherever books are sold, and a sequel is on the way! **665 Social Media Followers**

#### **Media Followers**



**D.E. LaRiviere** AKA the “Geek Gumshoe” is a writer, photographer, and filmmaker with 15 years’ experience as a police detective. D.E. is an instructor in the fields of photography and crime scene investigation and is an expert in computer and cell phone forensics. He is the investigative contributor on Cryptid Crunch providing forensic and investigative commentary about featured stories, with a slightly irreverent skeptic bent. D.E. is also a popular convention cosplay photographer (Toy Robot Visuals) and one of the founding members of the Rockabilly band The Murdering Crows! **4,620 Social Media Followers**



**Kat Malone** is a West Tennessee native who grew up watching horror films and frequenting every heavy metal show that she could get her foot in the door. She’s always had a natural love for entertainment of all creations that are creepy. Kat is a pin up enthusiast who curates her style from the mediums of goth and horror. When it comes to adventure, she’s not afraid to dive into the supernatural, hauntings or ancient mysteries! **481 Social Media Followers**



**Lauren Knight** AKA GeekyGothicGamerGirl is a cosplayer and TikTok personality. She’s known for her comedy TikTok skits and gothic alt girl gender bent cosplays. She was the lead singer of The Right Mistakes and rewrites popular songs into parodies. She is 1/3 of the I-Scream Queens, covering horror and gothic flavored goodness! **30,000 Social Media Followers**

## Back of the Cereal Box Digital Broadcast Annual Sponsorship Opportunities

	Presenting Sponsor	Producing Sponsor	Directing Sponsor	Starring Role
	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$500</b>
<b>Marketing Levels</b>				
30 second pre-roll ad on all Back of the Cereal Box video network shows	X	X		
30 Second pre-roll ad on all Back of the Cereal Box audio podcast	X	X	X	
60 second mid-roll ad on The Back of the Cereal Box live steam video	X	X		
60 second mid-roll ad on The Back of the Cereal Box audio podcast	X	X		
Logo included on all broadcast videos featured the Back of the Cereal Box YouTube Channel as "Presented By"	X			
Recognized as Sponsor in all show notes	X	X	X	X
Dynamic html link to sponsor website URL included in podcast and video cast show notes	X	X	X	
Recognized on air as Sponsor	X	X	X	X
<b>Ala Carte Options:</b>				
30 second pre roll personally read ad - \$350 per episode.				
60 second mid roll personally read ad - \$500 per episode				

To become a sponsor contact us:

**cerealboxpodcast@gmail.com**

**615-854-5459**