



THE
CHAMPAGNE
PROBLEMS
PODCAST

CHAMPAGNE PROBLEMS

SPONSOR OPPORTUNITIES



A wellness podcast exploring the influence alcohol & alcohol culture have on our mind, body, and soul

CHAMPAGNEPROBSPodcast.COM

WHY WE'RE HERE

The discussion around alcohol can be sensitive and polarizing. The threat of removing alcohol or even decreasing consumption, is RARELY accepted, and yet this affects all aspects of our lives. We are empowering people to live their best lives by guiding an exploration of how alcohol impacts our overall wellness and well-being.

We know that alcohol impacts all six dimensions of wellness and believe that by informing and empowering the audience to understand how alcohol interacts with each wellness dimension, we can help the public adjust their relationship to alcohol to better fit their unique, holistic wellness goals.

Today's consumer views wellness across six dimensions.



Better health

Extends beyond medicine and supplements to include medical devices, tele-medicine, and remote healthcare services, as well as personal health trackers



Better fitness

Was steadily increasing over time before experiencing some upheaval over the past year, with many consumers struggling to maintain pre-COVID-19 fitness levels



Better nutrition

Has always been a part of wellness, but now consumers want food to help them accomplish their wellness goals in addition to tasting good



Better appearance

Primarily relates to wellness-oriented apparel ("athleisure") and beauty products (skincare and collagen supplements), but also includes service-oriented offerings like nonsurgical aesthetic procedures



Better sleep

Now goes beyond traditional sleep medication, like melatonin, to app-enabled sleep trackers and other sleep-enhancing products



Better mindfulness

Has gained mainstream consumer acceptance relatively recently, with meditation-focused apps and meditation-oriented offerings

McKinsey
& Company

FACTS



86% of people ages 18 and older reported that they drank alcohol at some point in their lifetime, according to the 2019 National Survey on Drug Use and Health (NSDUH).

78% of non-alcoholic beverage purchasers also purchase alcohol. That means MOST people engaging in the space are grey area drinkers.



ABOUT



The Champagne Problems podcast was developed by mental health and wellness professional Robbie Shaw.

Alongside co-host Patrick Balsley and EQV Media, the collective mission is to guide listeners through a better understanding of their relationship with alcohol.

We believe in empowering people to live happier and healthier by objectively exploring the many influences alcohol has on our mind, body and spirit. Each episode features a balanced mix of the hosts' personal experiences, expert opinions, and a diverse array of featured guests to share education, inspiration, and guidance.



Robbie Shaw
Founder/Owner and Host

A wellness and recovery professional in Charlotte with his own private practice, Eventide Recovery. Living personally and professionally in the recovery space, Robbie allows his passion for mental health and wellness to drive the Champagne Problems Podcast mission.



Patrick Balsley
Co-Owner and Host

An addiction specialist and drug and alcohol counselor in Matthews, NC with his own practice, Sana Counseling. Patrick serves on the Behavioral Health Committee at Atrium Health Foundation and on the Board of Directors at Emerald School of Excellence, the Carolina's first Recovery High School.

US RANKING

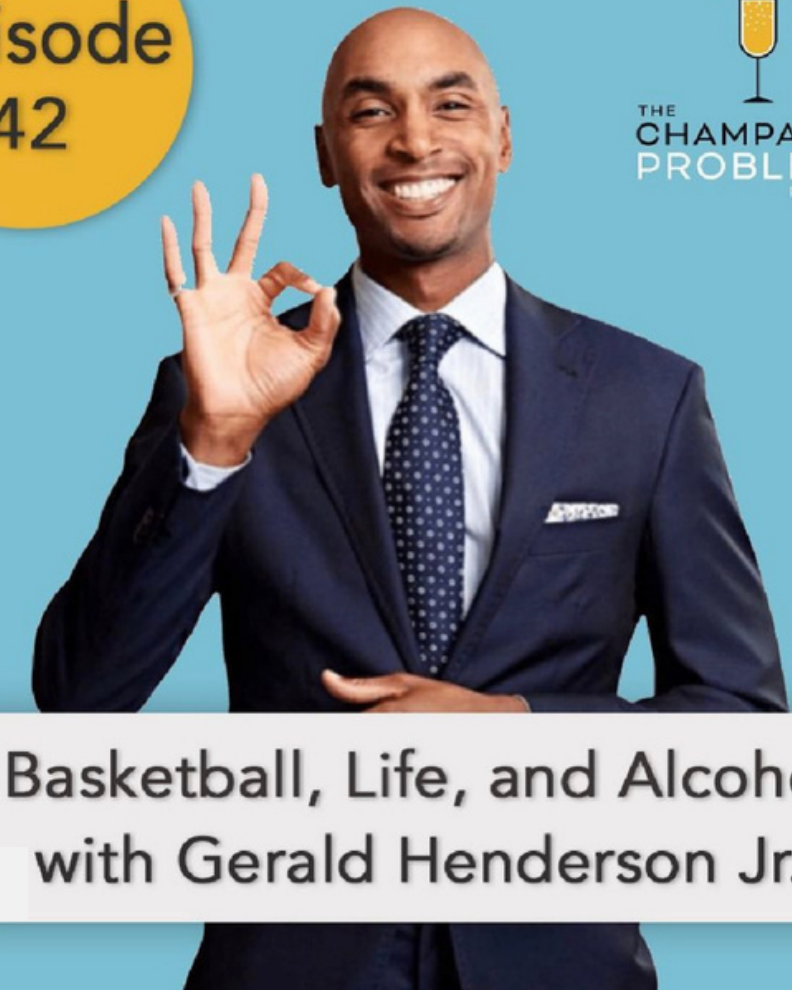


#140 Peak Position

Health and Fitness



Episode
42



Basketball, Life, and Alcohol
with Gerald Henderson Jr.

TOP 3 USER AGENTS



Apple Podcasts
53,000



Apple Core Media
32,000

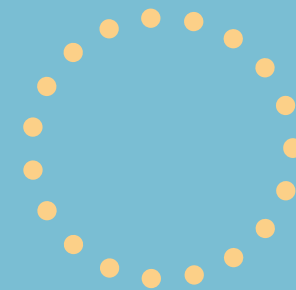


Spotify
9,000



Apple Podcasts

**5 Star Rating out
of 300 reviews**



All podcasts globally
Top 13%



SOME OF OUR GUESTS

Kerri Walsh Jennings



3 time Olympic Gold Medalist

Mark Manson



Best selling author of *The Subtle Art of Not Giving a F*ck*

Dr. Jean Kilbourne



Groundbreaking work on image of women in advertising and critical studies of alcohol in advertising

Dr. Anna Lembke



Stanford School of Medicine, author of *Dopamine Nation* and *Drug Dealer, MD*

Jen Batchelor



Founder and CEO Kin Euphorics

Dr. Will Cole



NYT bestselling author of *Integrative Fasting* and host of "The Art of Well-Being" podcast

Brandon Novak



Professional skateboarder, bestselling author, and Novak's House recovery center

Gabby Reece



Nike's first female spokesperson, NYT bestselling author, and volleyball legend

Gabby Bernstein



NYT bestselling author and "Dear Gabby" podcast host

Steve Palmer



The Indigo Road restaurant group and co-founder of Ben's Friends

Annie Grace



Best selling author of *This Naked Mind*

Bill Shufelt



Founder Athletic Brewing Company



IMPACT & STATS

Normalize

We avoid shaming, stereotyping, and labeling to create a safe space for discussion. We aren't looking to determine whether or not you're an alcoholic, we simply want to explore how alcohol may be affecting your health and wellness.

Empowerment

Empowering people with information to self-reflect around the influences of alcohol and alcohol culture so they feel confident and supported in their daily wellness decisions.

Knowledgeable Guides

Encouraging listeners to explore whether or not alcohol fits with their goals by guiding them through personal reflection and assessments backed by our extensive industry and personal experience.



Downloads

130k



Best Performing Episode

How Did We Get Here with Rich Jones – 3,500 downloads



Total Episodes

55

Audience Demo

30%

majority household
Income - over
\$250k

30%

majority education -
graduate degree or
higher

22%

more female listeners
than the average
podcast

21%

more 35-44 year old
listeners than the
average podcast





REVIEWS

Great Podcast

Best podcast for anyone sober curious that I've found.

Thoughtful, insightful and always interesting. Robbie and Patrick are pros.

DWBlack 10/29/22

Brilliant!

I've had the pleasure of both being ON this podcast and listening to it. In both instances, I was (and continue to be) so appreciative of the thought provoking questions asked by the hosts...as well as their personal contributions to the discussion. Love it.

Molly Barker 10/28/22

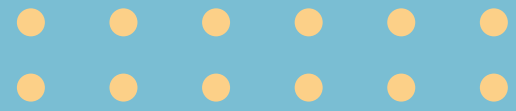
Fantastic Show

I discovered this podcast when starting on my sobriety journey 2.5 years ago. Been listening while I've been traveling on this new path and their episodes have been extremely helpful and inspiring.

John Dungan 10/27/22



Sponsorships



Premier

- Shared exposure or paid exclusivity
- "Brought to you by..."
- Integrated into marketing and promotion
- Organic brand message at beginning of each episode read by host
- 2 exclusive social posts per month - 15k followers
- 2 shorter bonus episodes in 2023 with unique, original IP developed by hosts and advisory board with input from sponsor (guest / topic)
- Website recognition
- Quarterly agreement



Title

- Exclusivity
- "Presented by..."
- Integrated into all marketing, promotion, social
- Organic brand message at beginning of every episode read by host
- Organic brand message halfway through episode
- 3 exclusive social posts per month - 15k followers
- 4 shorter bonus episodes in 2023 with unique, original IP developed by hosts and advisory board with input from sponsor (guest / topic)
- Website recognition
- 1 year agreement



Episode

- Shared exposure
- "Today's episode sponsored by..."
- Integrated into marketing and promotion
- Name recognition at beginning of episode read by host
- 1 exclusive social post - 15k followers
- Website recognition
- Per episode agreement



501c3 Non-Profit Sponsorship

By partnering with LUCA Media, a registered 501c3 Non-Profit that provides fiscal sponsorship to mission-driven media projects, we are able to collect non-profit donations as a form of sponsorship. To learn more about the opportunity to sponsor the Champagne Problems Podcast through a non-profit donation, please reach out to Robbie Shaw.

