

# BOURBON PURSUIT

The Official Podcast of Bourbon



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featuring interviews with people making the bourbon industry happen

[www.bourbonpursuit.com](http://www.bourbonpursuit.com)



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# BOURBON PURSUIT

## OUR GOALS

When Ryan asked Kenny to start a podcast on bourbon, he told him it would only be successful if it had a unique angle. Kenny listened to some existing podcasts and most of them featured a few guys sitting around a microphone giving tasting notes and he thought "Who would ever listen to this? Taste is completely subjective!" That's when he took a page out of a tech podcast he follows and they went interview style. Ask the simple questions and have the guests be the source of knowledge. This has been a winning formula because Bourbon Pursuit is now the #1 ranked bourbon podcast on iTunes. Their goal is to accelerate growth by bringing new video content to their audience and only focusing on guests that drive high ratings.

## PODCAST AUDIENCE



**60,000 COMBINED DOWNLOADS/MONTH**



**1,700 LIKES (AVG 10K IMPRESSIONS/VIDEO)**

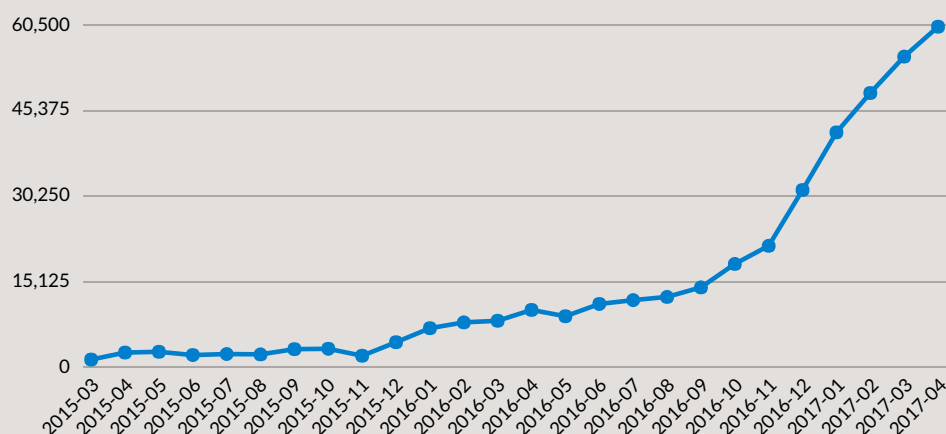


**3,500 FOLLOWERS**



**5,000 FOLLOWERS**

## PODCAST STATISTICS





## ABOUT US

Once you start listening to the podcast, you will quickly find out that Ryan is from Bardstown (the epicenter of bourbon) and Kenny is a huge enthusiast. Starting this podcast helped us go on our own journey to learn more about America's only native spirit and share that knowledge along the way.

Kenny got into bourbon back in the early days of college. Back then, it was handles of Kentucky Tavern and Very Old Barton. After college, Old Forester became a staple in his post-grad home and splurged on 4 Roses Small Batch. It wasn't until 2011 when the itch hit to start buying more high-end and rare release bourbons. Since then, Kenny has been known to wheel and deal for those rare ones to hit the shelf. Ryan grew up in Bardstown, KY, which most people know as the bourbon capital of the world. He has been surrounded by the bourbon industry and seen it grow and flourish throughout his life. Many of his closest friends and relatives work at the local distilleries such as Heaven Hill, Willett, and Jim Beam. All these close ties keep him in the loop of the latest bourbon news and access to some insider trade secrets. Bourbon has now grown into a deep appreciation for positive impact for his state and hometown.

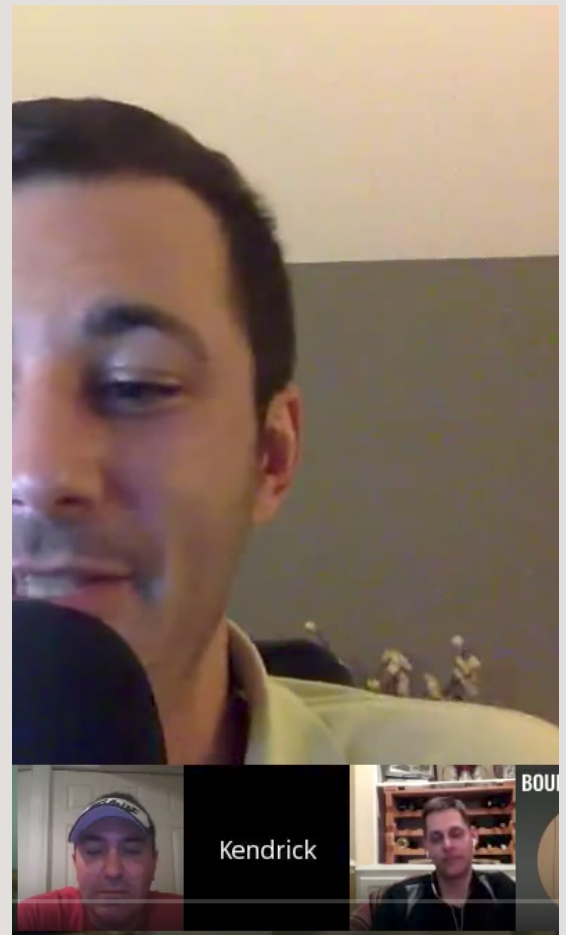
## PODCAST FORMAT & REOCCURING GUESTS

Through our time running the podcast, we have figured out which guests will be high performers in regards to downloads. Our goal is to focus on notable figures and pundits in the industry. Master Distillers, Whiskey Bloggers, Brand Ambassadors and prominent retail store/bar owners have consistently held the highest ranking episodes.

Many Master Distillers have been previous guests on the show from Jim Beam, Maker's Mark, Buffalo Trace, Michter's, Wild Turkey and more and we will continue to get yearly updates from them as well as their brand ambassadors. This keeps the podcast current with latest news from the source.

Industry pundits and bloggers who have strong opinions on brands are fan favorites. It's typically a non-biased approach to weeding through the marketing and get down to the brass tax if the bourbon supports their story. The Bourbon Community Roundtable could almost be a podcast on its own!

This podcast has always (and will continue) distributed audio through iTunes. In May of 2017, the podcast is looking to bring more eyes and began distributing video. This bring more mediums for user based listening and growing the target audience through Facebook.



# REVIEWS



Don't take our word for it. See what our listeners have to say on iTunes.

Educational and a great time ★★★★★

by Drewcrawley – Mar 28, 2017

Many whiskey podcasts get boring over time and repeat ideas over and over. This isn't one of them. The guys on here know their stuff and are constantly and consistently bringing in great guests and fresh ideas! One of the highlights of my week is when a new one comes out! Keep up the good work fellas!

Great podcast ★★★★★

by Zudy87 – Mar 19, 2017

I recently started listening to these guys and I'm now up to episode 49, having started at #1. I'm a recent bourbon enthusiast and find this podcast to be informative, entertaining and definitely it has been changing my previous perceptions of bourbon and the many brands that make it.

THE bourbon podcast ★★★★★

by Armchairnovice – Apr 11, 2017

Plain and simple if you are a bourbon enthusiast or just enjoy the stuff and like sitting around shooting the breeze you will love this podcast. They cover every aspect of bourbon from limited releases to the fabrication of the still in a enthusiastic fashion. Without a doubt my favorite episodes are the roundtable discussions. Its all the banter and blogger info you want...just sit back, listen, and often times have a few laughs. Highly recommended to all. I look forward to every episode like i look forward to the next release.

The Real Bourbon Deal ★★★★★

by TobakSeller – Apr 24, 2017

I have been a Kentucky bourbon drinker for 16 years. I have learned more about the history and the industry of bourbon in the first 25 episodes of this Podcast then I ever dreamed would keep my attention. Excellent programs from true bourbon lovers, Kenny and Ryan. I can't wait to get caught up with this podcast about 79 episodes to get there. Keep up the great work. Keep on sippin. Ken "Cask Strength, neat"

Great Interviews ★★★★★

by JohnR9 – Mar 30, 2016

I've learned a lot about the bourbon industry by listening to Bourbon Pursuit. For example, I learned more about Heaven Hill and their bourbons, bottled in bond, etc from their two part interview with Bernie Luebbbers than from years of listening to other whiskey related podcasts.

Great Podcast! ★★★★★

by Knapsacks – Dec 6, 2016

I love listening to this podcast! Great stories and awesome guests. My biggest problem is that it makes me thirsty! Keep up the good work!

Great for extended windshield time ★★★★★

by Rick Noland – Aug 7, 2016

I discovered Kenny and Ryan and their awesome guests through Facebook. Some of these are so good that I've gone back and relistened to them. Wonderful information that you might not find out other than by hearing it from these bourbon-industry greats. My only question is this: what's on Episode 38? Or, as I have come to refer to it -- The Lost Episode

All Things Bourbon ★★★★★

by Tulsa Bourbon Drinker – Apr 17, 2017

Bourbon Pursuit is almost as good as drinking bourbon. Great content. Always interesting. The worst part is that it took me this long to find it (catching up quickly).

Fantastic ★★★★★

by Kyleman80 – Oct 13, 2016

A podcast about the best subject ever: bourbon. Interviews are very interesting. The duo come across as authentic insiders so I really appreciate their insight. Somehow they walk the tightrope and never overshadow the incredible guests. Fantastic!

# GROWTH STRATEGY

Our growth has been 100% organic. We have never (and will never) pad our numbers buying followers. Our goal is to target bourbon enthusiasts that want quality content. We have already secured the #1 spot in iTunes and can be demonstrated by typing the word "bourbon" and viewing the results.

The main growth of our brand is targeted through Facebook. With the use of "interests" and "groups", highly targeted boosts can get the podcast in front of more people than through word of mouth alone. Using video as the medium to view and watch the podcast, it's an immediate attractor to anyone's Facebook feed. The podcast videos will average 3k organic impressions with an additional 7k-30k impressions through boosts. As more people follow the podcast, the need to boost posts will tail off.

Our goal is to average a combined 10,000 organic impressions and downloads per episode by the end of 2017.



**Bourbon Pursuit**  
Published by Kenny Coleman [?] · May 4 at 4:44pm · 🌐

The Official Podcast of Bourbon debuts their 1st video podcast!  
New Podcast! Episode 097

The Bourbon Community Roundtable #8 is back for a Derby special to talk about their lack of desire for ORVW25, a surprise twist with Bulleit Bourbon, and results from [San Francisco World Spirits Competition...](#)  
[See More](#)

BOURBON PURSUIT

EPISODE #97

BOURBON COMMUNITY ROUNDTABLE #8

097 - Bourbon Community Roundtable #8 Derby Special

01:06:20

**35,842** People Reached

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**14,172** Video Views

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**107** Likes, Comments & Shares

|                       |                      |                        |
|-----------------------|----------------------|------------------------|
| <b>83</b><br>Likes    | <b>53</b><br>On Post | <b>30</b><br>On Shares |
| <b>11</b><br>Comments | <b>9</b><br>On Post  | <b>2</b><br>On Shares  |
| <b>13</b><br>Shares   | <b>12</b><br>On Post | <b>1</b><br>On Shares  |

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**484** Post Clicks

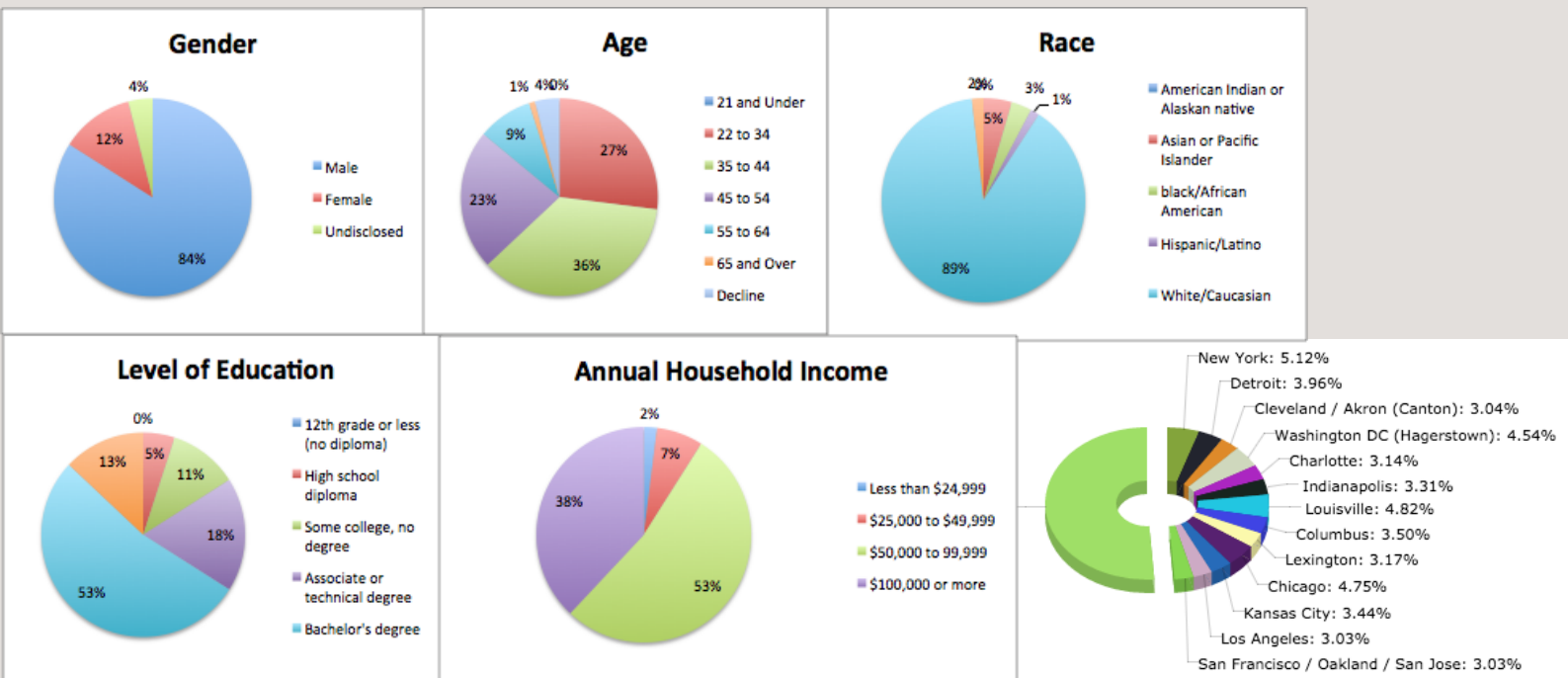
|                               |                          |                              |
|-------------------------------|--------------------------|------------------------------|
| <b>54</b><br>Clicks to Play ⓘ | <b>13</b><br>Link Clicks | <b>417</b><br>Other Clicks ⓘ |
|-------------------------------|--------------------------|------------------------------|

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NEGATIVE FEEDBACK

|                         |                         |
|-------------------------|-------------------------|
| <b>1</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

# DEMOGRAPHICS



## PARTNERSHIPS

Bourbon Pursuit is looking to team up with strategic partners to help support the podcast. Bourbon Pursuit offers a highly targeted demographic with a growing listener base every month. Partners will get the following benefits:

- 15 second pre-roll before the show starts (after the initial bloop intro)
- 60 second mid-roll to be placed in the middle of the podcast
- Mid-rolls can be done by the hosts or a professionally edited video can be submitted for placement in forms of .mp4, .mov and h.264 encoded.
- Linked mention as a podcast sponsor and tagged on Facebook post for episode release
- Web Banner on the homepage at bourbonpursuit.com (in progress of moving to Wordpress from a custom site)
- No charge for a free giveaway or promotion by the sponsor
- Samples are always appreciated but not required :)

**Package is for a total of 100,000 combined impressions and downloads completed after 6 episodes.**

|                                                       |         |
|-------------------------------------------------------|---------|
| Pre-Roll - \$18 x 40 (1000 CPMs)                      | \$720   |
| Mid-Roll - \$25 x 40 (1000 CPMs)                      | \$1,000 |
| Facebook Video Impressions - \$0.02 x 60,000          | \$1,200 |
| Website ad impressions (1000/month)                   | \$0     |
| 1 Social Media Promotion (Facebook/Twitter/Instagram) | \$0     |

|                                            |         |
|--------------------------------------------|---------|
| 100,000 combined impressions and downloads | \$2,920 |
|--------------------------------------------|---------|

|                                                    |     |
|----------------------------------------------------|-----|
| Giving us a shot discount (Promotion ends 9/30/17) | 40% |
|----------------------------------------------------|-----|

|               |                |
|---------------|----------------|
| <b>Total:</b> | <b>\$1,752</b> |
|---------------|----------------|

Bourbon Pursuit is only going to have 3 sponsors per episode. To take advantage of this offer and begin your sponsorship or if you want to budget for FY2018, please get in contact with us below:

Kenny Coleman  
theduo@bourbonpursuit.com  
+1 502-836-6951

Invoices with statistics will be sent after 90,000 combined with Net30 terms since the content will live on in perpetuity and accrue >100k combined.

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