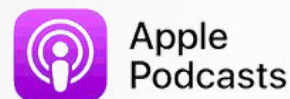




AIRING
Weekly on



STREAMED 24/7
on these channels



FEB 4-8, 2025



SUPER BOWL MEDIA ROW

Super Bowl Media Row, also known as Radio Row, is the hub where media outlets from around the country (and often internationally) gather to cover the Super Bowl during the week leading up to the game. It's a bustling space for interviews, discussions, and live broadcasts, with a wide range of media outlets participating. Here's an overview of the types of media outlets you'll typically find on Super Bowl Media Row:

National Sports Networks



Local and Regional Sports Stations



National and Regional Newspapers

● **USA TODAY** The New York Times The Washington Post
San Francisco Chronicle The Boston Globe

Podcasts and Digital Media



TV Shows and Networks





**LIVE
FROM
MEDIA
ROW**



FEB 4 - 8, 2025



Super Bowl Media Row includes 150 media outlets from around the world. Our clients are interviewed along with an NFL Great. This single event creates scores of interviews.

INTERVIEWS AT SUPER BOWL MEDIA ROW





Richard "Rich" Walker

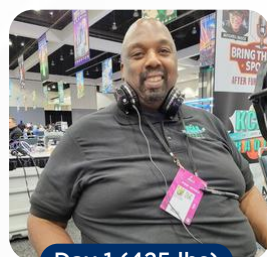
Your on-air co-host for the Wellness Jocks podcast and radio show. Richard Walker is a former football player who was a four-time All-Pro selection at offensive tackle. Rich brings a passion for sports, and 8 years on air as a Sports Director of the NBC affiliate, KCAA Radio. Rich is a member of the Football Writers Association of America and Basketball Writers Association of America. His personal journey in wellness began at Super Bowl in LA, where he and Russ met up.

Russ Allen

Russ has 10 years as the CEO of WellnessNOW and extensive contacts in the wellness industry. His on air partnership with Rich began when they met at Super Bowl LVI, in 2022. Russ coached Rich (425 lbs) during his loss of 145 lbs. In the process, they became friends and launched their media partnership. WellnessJocks will cover the intersection of athletics, wellness, and medical.



Live from Super Bowl LVIII



Day 1 (425 lbs)



1 year later down 95 lbs



Russ as a groomsman



Russ at the Walker's Wedding



AIRING

11am Pacific Saturday & 6am Tuesdays



ProLegend Team



Ottis Anderson
SUPER BOWL XXV MVP



Bart Oates
3-Time Super Bowl Champ



Michael Bankston
Cardinal Legend



Willie Roaf



Morten Andersen



Rickey Jackson



SUPER BOWL MEDIA ROW CELEBRITY INTERVIEWS



Terrell Davis - HOF



James Brown - CBS



Chuck Lidell



Tony Kahn - Owner - Jags



Stephen A. Smith - ESPN



Dr. Oz



Frank Caliendo - Comic



Kalen DeBoer
Alabama Football Coach



Shawn Merriman



Leigh Steinberg



Willie Roaf - HOF SBLVIII



Philip Bailey
Earth, Wind & Fire

SUPER BOWL VIP EVENTS



**Ottis Anderson MVP
of Super Bowl XXV**



**Dick Butkus
NFL Icon and Hall of Fame**



Dr. Oz with Russ



Nate Boyer - Star of MVP Movie



CEO of E2M with Bart Oates



Nate Boyer - Star of MVP Movie



Rich and Russ with client



Rich interviews Leigh Steinberg



WELLNESSJOCKS.COM
with Rich and Russ



ON AIR
reach
20MM



amazon music



Apple
Podcasts

Google Podcasts



Spotify®



You Tube

ONLINE
influence
100MM



FLAG

Email
200k+



SMS

SMS
1 to 1

“THE
VORTEX”

YOUR BRAND
YOUR MESSAGE
YOUR LEADS

The VORTEX strategy leverages broadcast and podcast to reach a targeted segment of the general audience.

RADIO WEB CAST



Our influencer network precisely **TARGETS** your customer prospects

INFLUENCERS



Reach NFL Flag parents 1 to 1 with your offers

1 TO 1

Reach the parents



Sponsor NFL Flag Football Leagues



LEAGUE SPONSOR

Use NFL Flag Logo
on your website

- Contact Parents: Email and Text
- Sponsorship Recognition at events and in media



DELIVERABLES:



CATEGORY EXCLUSIVE

RADIO/PODCAST

- ✓ Monthly Interview of a Social Media Influencer about your product
- ✓ Weekly 2 radio Spots
- ✓ Year-long Wellness Jocks Sponsor



SOCIAL MEDIA

- ✓ Our VORTEX influencers will reach a minimum of 10 million followers with your message and brand

SUPER BOWL MEDIA ROW

- ✓ Interviews with 3 major media and 10 regional outlets
- ✓ A member of the Pro Legend Team participates at each interview
- ✓ Generating 10's of millions of impressions



NFL FLAG EMAIL & TEXT

- ✓ Reach 1 to 1 NFL Flag parents and adult participants
- ✓ Your offer reaches 10, 000 per send

NFL FLAG LEAGUE SPONSOR

- ✓ Your logo on: Banners, promotions, step & repeat
- ✓ Use of the NFL Flag logo with "Proud Sponsor of NFL Flag Leagues"
- ✓ Year-round exposure of your brand



SUPER BOWL PARTIES

- ✓ 2 tickets
- ✓ ProLegend as your host
- ✓ 3 parties



WELLNESSNOW

CLIENT LIST



ENABLE + HEALTH



PainTrace®



ATHLETES
FOR CARE



BUTKUS
FOUNDATION



Smith CENTER



eksoBIONICS

ASPEN LASER



APOLLO



ENDLESS-VITALITY

THERALIGHT

MAGNAWAVE

