



FRESH FACES. FRESH VOICES. NEW LEGACY.

MIDDLE

ROAD

OF
THE



REDEFINING SPORTS TALK

OFFICIAL MEDIA KIT



Welcome to "Middle of The Road," where fresh voices meet diverse perspectives! Join our dynamic cast of young, passionate sports enthusiasts as they navigate the exciting world of sports. From in-depth analysis and hot takes to behind-the-scenes stories and discussion with the best of Canadian athletics, we cover it all with a fresh, inclusive approach. Tune in every week for a balanced and engaging sports discussion that keeps you informed and entertained. Get ready to experience sports like never before!

ABOUT MOTR

Middle of The Road presents a diverse range of local Edmonton sports content weekly, covering everything from post-secondary athletics to professional sports. Our show combines sports highlights, recap and panel discussion with elements of a late-night talk show, delivered by a team of enthusiastic young broadcasters.

Hosted by Caleb J. Nembhard, the show features panellists Gabby Bernal Castelblanco, Steven Leong and Trystan Shaw, providing authentic insights into their sports experiences from a youthful perspective.

Scheduled for a Winter 2024 launch, Middle of The Road will welcome guests from Edmonton and beyond, including analysts and a variety of sports personalities. From post-secondary coaches and athletes to future stars and Olympians, our show promises to be a fresh and exciting addition to the sports scene.

**REDEFINING
SPORTS TALK**

**MIDDLE
OF THE ROAD**



**FRESH FACES. FRESH VOICES.
NEW LEGACY.**

WHY DO WE NEED A NEW SPORTS TALK-BASED SHOW IN EDMONTON?

It's been done. What makes Middle of The Road different?

**BECAUSE THE FORMAT & FOCUS OF SPORTS MEDIA NEEDS AN UPGRADE.
AND A FEW NEW FACES TO BOOT.**

The Edmonton sports community is vibrant and diverse, yet the sports media often lacks this representation. "Middle of The Road" brings a fresh perspective with a young and diverse cast, specifically offering a light to an un-represented area of local sport discussions: the post-secondary and small-market circuit. Our show reflects Edmonton's rich cultural fabric, providing a platform where all voices are heard and celebrated.

Edmonton's sports fans are ready for a change, and "Middle of The Road" is here to lead the way, ensuring that all aspects of our city's rich sports culture are enjoyed and explored.

OUR TEAM



Caleb J.
Nembhard

MOTR HOST



Gabby Bernal
Castelblanco

MOTR PANELLIST



Steven
Leong

MOTR PANELLIST



Trystan
Shaw

MOTR PANELLIST

THE HOST



CALEB J. NEMBHARD

Caleb J. Nembhard, born and raised in Vancouver, BC, has always been passionate about media. As a child, he loved using a camera and computer to create designs and videos.

Caleb is known for his energy and sociability. His upbeat personality shines both behind the camera and in person, always ready to share his humor and talk.

Currently, Caleb is studying Radio and Television at NAIT, aiming for a career in journalism or production. He founded VisionConnect Productions in 2019, serving as a designer and videographer for many people from Edmonton and beyond.

A sports enthusiast, Caleb is a dedicated fan of basketball, football, professional wrestling, and MMA, sparked by his uncle at age four.

Caleb is the Executive Producer and Host of the newest look into the future of sports television, VCP+'s Middle of the Road.

He believes that legacy is the richest thing on earth and aims to create a positive one for youth and young adults following in his footsteps.

THE PANELISTS

Trystan Shaw was born in St. Albert and moved frequently due to his father's military career, spending most of his childhood in the small village of Edgerton, east of Wainwright. Aspiring to be a YouTuber from a young age, Trystan enjoyed creating videos and honed his skills in video editing with Premiere Pro and iMovie.

Currently studying post-production and journalism at NAIT, he aims for a career in video editing and creation. Despite preferring to stay behind the camera, his charming and positive personality shines through his work.

Trystan is also a huge fan of all things sports. He grew up playing recreational hockey and soccer for years and religiously follows his favourite sports teams across all major leagues. He's a die hard Canadiens fan who dreams of seeing his team lift the cup in his lifetime (especially after coming so close in 2021) and will not shut up about how great Carey Price was.

He believes that no matter how much a person goes through, no matter how many challenges they may face, there is always good to be found and that happiness isn't an end goal but something that we can find inside of us at any given time.



TRYSTAN SHAW

THE PANELISTS

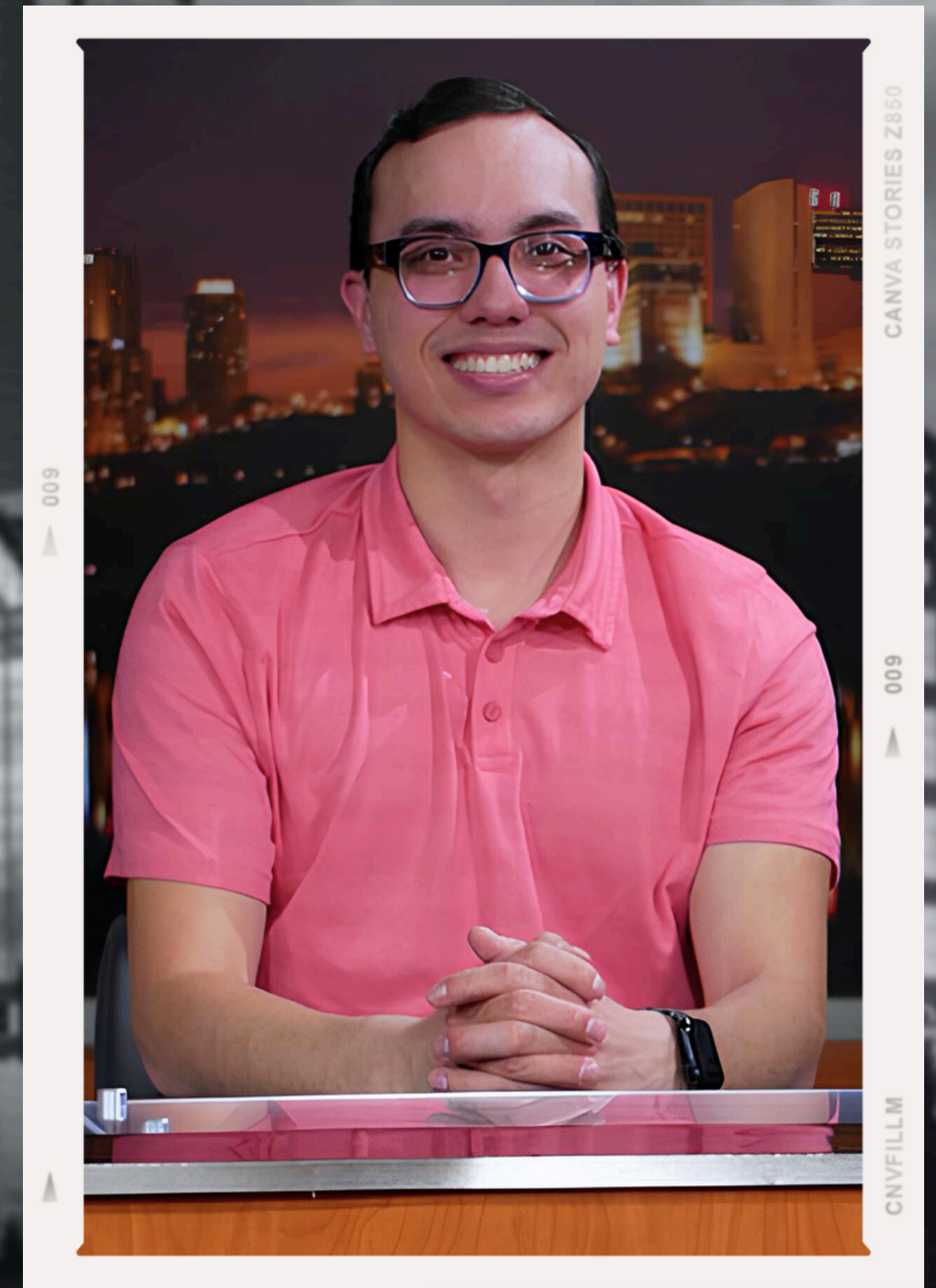
Steven Leong was born and raised in Edmonton, Alberta, where he was brought up by his grandmother. His love for sports began early, often pretending to commentate on games as a child.

Steven is currently studying in the RATV program at NAIT, focusing on post-production, videography, and journalism. Despite initial pressure to pursue business, he followed his passion for media, a decision he cherishes.

A dedicated sports fan, Steven supports the Edmonton Oilers, Atlanta Falcons, and Toronto Blue Jays, and is an avid curler with 13 years of experience. He represented Alberta at the 2022 Canadian Junior Curling Championships. In his free time, Steven enjoys working out and gaming with friends.

Steven is the most kind-hearted person you will meet. His funny yet charming and caring personality is always a welcome addition to any room he joins.

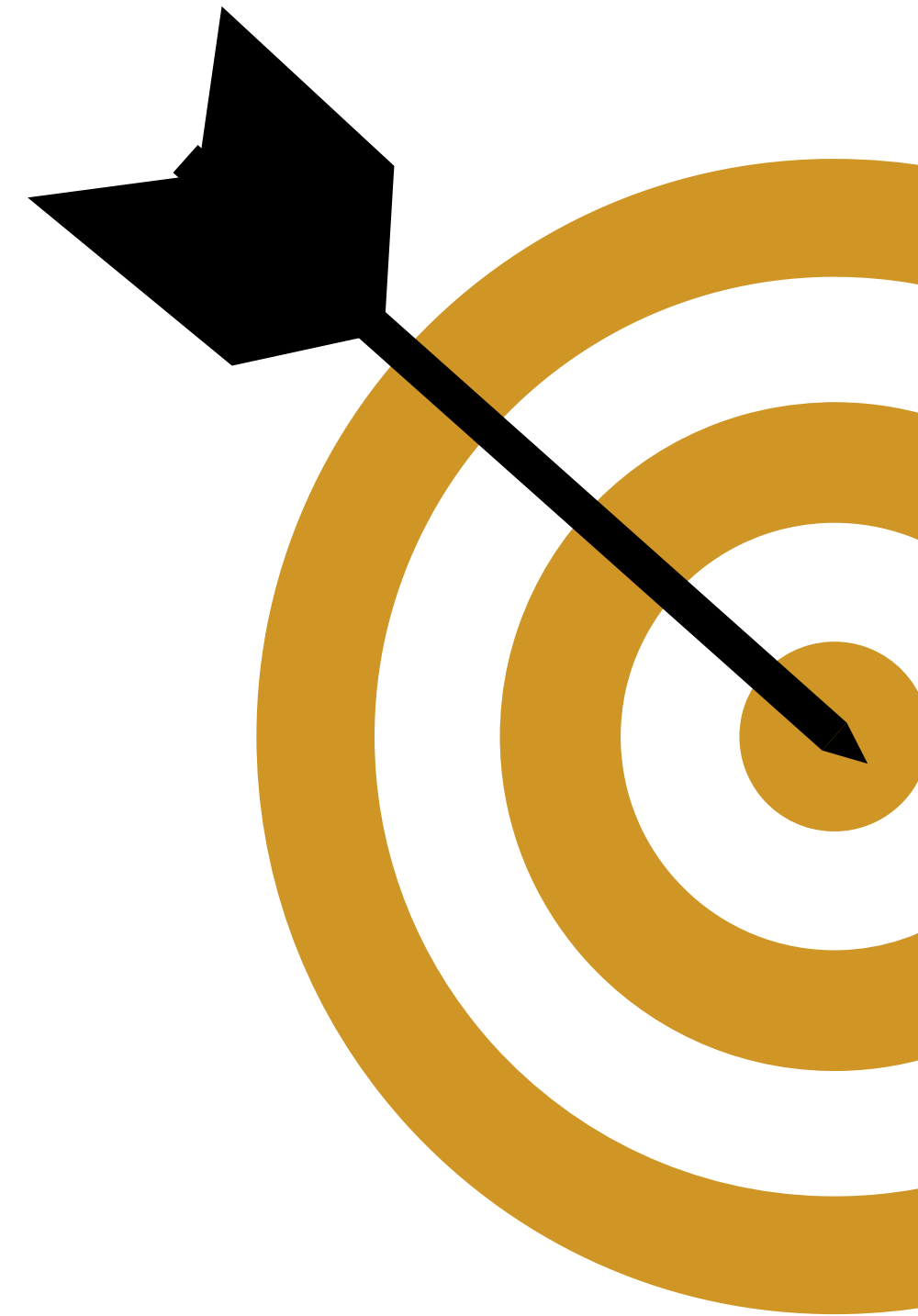
He has gone through so much and knows there is always light at the end of the tunnel, no matter what anyone is going through.



STEVEN LEONG

AUDIENCE

Our audience comprises young, passionate sports enthusiasts in Edmonton and beyond who crave fresh, diverse perspectives on sports. They are avid followers of both local and professional leagues, with a keen interest in post-secondary sports, future stars, and Olympians. This dynamic audience values inclusivity and enjoys engaging with content that represents a wide array of voices and backgrounds. They seek insightful analysis, engaging discussions, and authentic stories that resonate with their diverse experiences and interests in the sports world.



MIDDLE Work With Us!

4 tiers of sponsorship



TIER 1:
PLATINUM
\$2,500

TIER 3:
SILVER
\$500

TIER 2:
GOLD
\$1,250

TIER 4:
BRONZE
\$250



SPONSORSHIP

TIER 1, PLATINUM: \$2,500

For brands wishing to get in front of our loyal fanbase, we offer 4 tiers of monthly ad placements over a month of our published content.

YOU'LL GET:

- Exclusive Title Sponsorship: "VCP+'s Middle of The Road , brought to you by [Sponsor's Name]."
- Prominent Logo Placement: On show cover art, website header, and all promotional materials visible on set.
- Mid-Roll and Post-Roll Ads: 60-second in the 1st segment of the episode and end of each episode.
- Dedicated Segment: A special segment named after the sponsor in each episode.
- Social Media Promotion: Weekly shoutouts and dedicated posts on all social media platforms.
- Guest Spot: Opportunity for the sponsor to appear as a guest on two episodes per quarter.
- Exclusive Content: Access to behind-the-scenes content and blooper reels branded with the sponsor's logo.

**WE ONLY ACCEPT PARTNERSHIPS WITH COMPANIES THAT ALIGN WITH
VISIONCONNECT PRODUCTIONS'S MISSION AND VALUES.**

SPONSORSHIP

TIER 2, GOLD: \$1,250

For brands wishing to get in front of our loyal fanbase, we offer 4 tiers of monthly ad placements over a month of our published content.

YOU'LL GET:

- Co-Branding: "This episode of Middle of The Road Sports is sponsored by [Sponsor's Name]."
- Logo Placement: On show website and within episode thumbnails.
- Mid-Roll Ads: 30-second ad midway through each episode.
- Social Media Promotion: Bi-weekly shoutouts on all social media platforms.
- Special Mentions: Mention in the opening and closing credits of each episode.
- Product Placement: Opportunity to integrate sponsor's products or services into the content.

**WE ONLY ACCEPT PARTNERSHIPS WITH COMPANIES THAT ALIGN WITH
VISIONCONNECT PRODUCTIONS'S MISSION AND VALUES.**

SPONSORSHIP

TIER 3, SILVER: \$500

For brands wishing to get in front of our loyal fanbase, we offer 4 tiers of monthly ad placements over a month of our published content.

YOU'LL GET:

- Ad Mentions: "This segment is brought to you by [Sponsor's Name]."
- Logo Placement: On the show website's sponsor page.
- Mid-Roll Ads: 15-second ad in the middle of each episode.
- Social Media Promotion: Monthly shoutouts on all social media platforms.
- Product/ Company Reviews: Brief reviews of the sponsor's products or a company shoutout during episodes.

**WE ONLY ACCEPT PARTNERSHIPS WITH COMPANIES THAT ALIGN WITH
VISIONCONNECT PRODUCTIONS'S MISSION AND VALUES.**

SPONSORSHIP

TIER 4, BRONZE: \$250

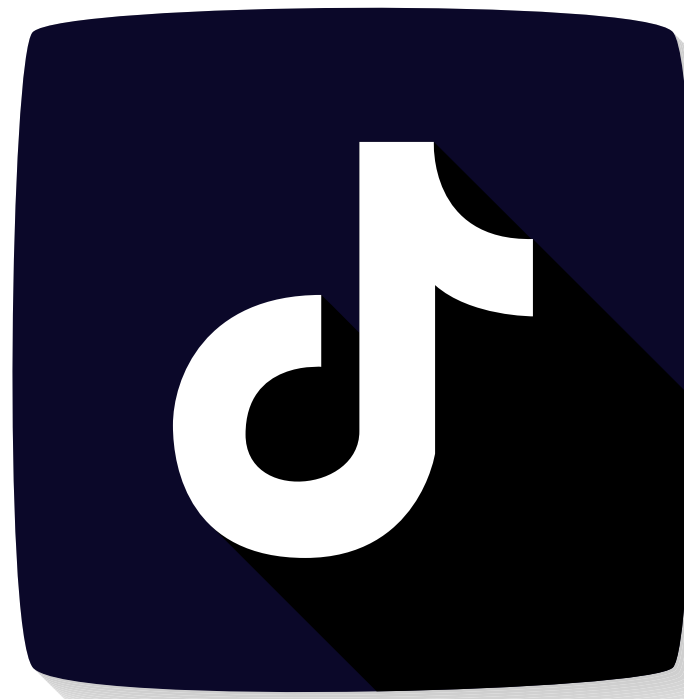
For brands wishing to get in front of our loyal fanbase, we offer 4 tiers of monthly ad placements over a month of our published content.

YOU'LL GET:

- Sponsor Acknowledgement: Mention at the end of each episode.
- Logo Placement: On show's website's sponsor page.
- Social Media Promotion: Monthly group shoutout with other sponsors.
- Episode Credits: Name listed in the credits of each episode.
- Discount Codes: Opportunity to provide discount codes to viewers.

**WE ONLY ACCEPT PARTNERSHIPS WITH COMPANIES THAT ALIGN WITH
VISIONCONNECT PRODUCTIONS'S MISSION AND VALUES.**

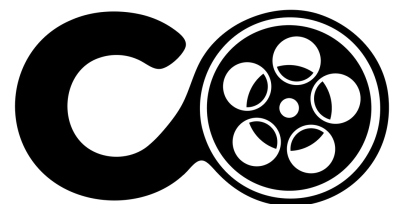
OUR SOCIALS



@VCP.MOTRSports

@VCP.Plus

WATCH. LISTEN. LIKE. SHARE.
JOIN THE VCP FAMILY.



GET IN TOUCH TO DISCOVER
HOW WE CAN WORK TOGETHER



www.vcptogether.com



motr@vcptogether.com