



THE DEAL TABLE

SPONSORSHIP
OPPORTUNITIES

The Deal Table features high-level conversations with founders, CEOs, investors, and operators about building, scaling, and exiting businesses. Filmed at Old Parkland in Dallas and hosted by Lane Carrick and Ryan Harper, guests have ranged from Fortune 500 executives and venture capitalists to Grammy-winning artists and deep-ocean explorers. 56% of our audience holds C-suite, VP, or Director titles.

Why Sponsor?

- **Curated audience:** Entrepreneurs, executives, and investors actively building, acquiring, and exiting businesses. 56% hold C-suite, VP, or Director titles.
- **Access to high-level guests:** Founders, capital providers, and operators actively shaping markets through deals and execution. Sponsors gain proximity to this network, not just ad placement.
- **Old Parkland as the stage:** Filmed on one of Dallas's most exclusive private campuses. Your brand is positioned in an environment that signals credibility.
- **Integrated brand presence:** Naming rights, logo placement, and persistent in-show branding across every distribution channel. Video-first production distributed across YouTube, Spotify, Apple Podcasts, LinkedIn, Instagram, TikTok, X, and newsletter.

PREVIOUS GUESTS

- Michael Levy: CEO of Crow Holdings
- Abe Minkara: Founding Partner of Legacy Knight
- Kevin Lavelle: Founder of Mizzen+Main
- Jim Keyes: Former CEO of 7-Eleven / Blockbuster
- John Terry: CEO of ChurchillTerry
- Charlie Calise: CEO of Calise Partners
- General Jim Williams: Two-Star General (Retired) of U.S. Marine Corps
- Douglas Smith: Global Head of Public Affairs at The Nuclear Company
- Suresh Narayanan: Founder & CEO of Jets MRO
- Victor Vescovo: Founder & CEO of Caladan Capital
- Mara McNeill: President of PayPal Bank
- Eric Bennett: Founder of Brain Capital Partners
- Leib Bolel: Partner at Lioncrest Ventures
- Ken Hersh: CEO of NGP Energy Capital Management
- Nicole Chambers: Executive at Texas Stock Exchange
- Tracy "The D.O.C." Curry: Rapper & Songwriter at DOC Cares
- Jason Downie: Managing Partner at Tailwater Capital
- Edward Herring: Managing Director at Tailwater Capital
- Buddy Ozanne: President & Founder of Probity Advisors
- John Willding: Corporate & Securities Attorney at Stinson LLP
- Dan Hunt: President of FC Dallas
- JJ Barto: Partner at Broadwing Capital
- Scott Theeringer: CEO & Founder of M&A Devco
- Todd Milbourn: Dean of Cox School of Business at Southern Methodist University
- Wyatt Smith: Founder & CEO of UpSmith
- Katherine Monson: CEO & Co-Founder of Hale SWx



PREVIOUS GUESTS

- John Donovan: Former CEO of AT&T Communications
- Scott Harper: Founder of Dialexa
- Jimmy Tran: Founder of Oak Lawn Ventures
- Chris Gannett: Former CMO of American Idol
- Tom Leppert: Former Mayor of City of Dallas
- Alex Farahmand: Co-Founder of Tidal Medical Technologies
- Brint Ryan: CEO & Founder of Ryan LLC
- Troy Eckard: Energy Executive at Eckard Enterprises
- Lane Kasselmann: Co-CEO of Blockchain.com
- Michael Sarner: CEO of Capital Southwest
- George Killebrew: VP at United Pickleball Association
- Rogers Healy: Founder & Managing Partner of Morrison Seger Venture Capital
- Chris Fisher: Founder of To The Top Media
- Randall Bryant: Chairman, Board of Directors at DART
- Ken Malcolmson: President Emeritus of North Dallas Chamber of Commerce
- Preston Dunlap: Founder & Managing Partner of Arkenstone Capital
- Jay Young: Founder & CEO of King Operating Corporation
- Thomas Gleason: CEO of Olsen-Stelzer Boot Company & Dixon Boots



THE AUDIENCE THAT MATTERS



1M+

COMBINED
REACH

500K+

VIDEO
VIEWS

10K+

YOUTUBE
WATCH HOURS

10%

LINKEDIN
ENGAGEMENT

WHO THEY ARE

56%

Leadership core: C-suite, VP, Director, Owner, Partner

54%

Dallas-Fort Worth concentrated

82%

Financial Services, Investment Management, Banking, Private Equity, or Venture Capital

PRESENTING SPONSOR



FULL SEASON: \$50,000

"THE DEAL TABLE IS PRESENTED BY [SPONSOR]"

IN EVERY EPISODE

- **15s ad read/commercial at start and end of every episode:** Host-read ad or sponsor-provided commercial placed at the open and close of each episode.
- **Persistent logo bug:** Your logo in the top-right corner of the video for the full duration of the episode with the DT logo
- **Thumbnail placement:** Sponsor logo featured in the thumbnail across YouTube, Spotify, & Apple
- **Title screen logo:** Sponsor logo featured on the episode title card
- **End-screen logo:** Prominent logo placement in the episode outro/end-screen visuals

ACROSS EVERY CHANNEL

- **Social media integration:** Sponsor branding included in every social post for each sponsored episode across LinkedIn, Instagram, TikTok, X, and Facebook
- **Newsletter feature:** Dedicated sponsor spotlight with logo, description, and link in the episode newsletter
- **Show notes + descriptions:** Company name, link, and description in episode listings on YouTube, Spotify, Apple Podcasts, and all distribution platforms
- **Website presence:** Logo and link on thedealtablepodcast.com/sponsors as the Presenting Sponsor

ON SET PRESENCE

- **On-camera brand placement:** Branded items visible during filming, such as mugs, drinkware, or other products on the table
- **Off-camera brand placement:** Signage and branded materials in the green room and behind-the-scenes areas, visible to guests and crew
- **Guest gift bag inserts:** Your branded materials included in every guest's gift bag
- **Filming day access:** Open invitation to attend filming days at Old Parkland. Network with guests between episodes and build relationships with the leaders featured on the show. Your team will be included in behind-the-scenes photography used in social media posts and on the website.

EXCLUSIVITY

- **One Presenting Sponsor per season.** No other brand shares this tier.
- **First right of renewal** at the end of your season.

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP | FULL SEASON: \$7,500 | PER EPISODE: \$500

- 2-3 sentence host-read ad placement immediately following the title sequence of each episode
- Sponsor logo placement on episode title card and end-screen visuals
- Sponsor listing in the Sponsors block of the episode newsletter
- Company name and link in show notes and episode descriptions across YouTube, Spotify, Apple Podcasts, and all distribution platforms
- Sponsor logo and website link featured on thedealtablepodcast.com/sponsors for the term of the agreement

A LA CARTE OPPORTUNITIES

\$2,500 Season / \$500 per Filming

- **Gift Bag Inserts:** Give thoughtful branded gifts to our podcast Guests. We record multiple episodes in one day.

\$5,000 Per event

- **The Alumni Table:** A private dinner for 6 to 10 previous Deal Table guests, hosted by Lane and Ryan, with sponsor at the table. Jeffersonian format: no pitches, no decks, no fireside chats. Dinner at sponsor's expense.

\$10,000 Season

- **Green Room Sponsor:** Have Signage & Company representative in the green room. In BTS Photography

\$20,000 Season

- **Custom integrations:** Naming rights for a recurring 60-90s segment produced by The Deal Table. Examples: 'The [Sponsor] Market Minute,' 'The [Sponsor] Bookshelf,' 'The [Sponsor] Biggest Lesson.'

PARTNER WITH THE DEAL TABLE



The Deal Table is one of Dallas's premier business media platforms, connecting your brand with the entrepreneurs, executives, and investors who are actively building, acquiring, and exiting companies. Every episode is produced by Harper Belmont Media with broadcast-quality video, distributed across YouTube, Spotify, Apple Podcasts, LinkedIn, Instagram, TikTok, X, and newsletter distribution.

As a sponsor, we make a best effort to integrate your brand across every touchpoint of your sponsored episodes, including social media, newsletter, show notes, and website. Our goal is to make your sponsorship visible everywhere the show lives.

HOW SPONSORSHIP WORKS

- **Season or episode based.** Sponsorship covers the full season or a specific episode, plus all derivative content (Shorts, clips, social posts) tied to those episodes.
- **Presenting tier is limited.** One Presenting Sponsor per season. First right of renewal goes to the incumbent.
- **Pricing is locked at purchase.** The rate you commit to is the rate you pay for the entirety of your season. Renewing sponsors get first right of refusal at current-season pricing.
- **Production cadence.** ~24 episodes per season, weekly release.

Contact

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