

PODCAST SPONSORSHIP

Edmonton, Alberta | Brought to you by **MoreThanMurder.com**

Nobody asked. We brought microphones anyway.

Your brand has a seat at the table

We're launching **More Than My 2 Cents** and inviting businesses to build with us from the beginning. Hosted by rapper **Deffine** and successful streamer **Bro** of ASMR bro, this is a new show backed by experienced creators with established followings.

The podcast about nothing, everything, and whatever the hell we were talking about before someone interrupted. Expect candid conversations, ridiculous stories, guests, and the occasional valid point. From music and everyday life to internet culture, there's always something to throw your two cents into.

Meet the hosts

Rapper and label owner

An Edmonton rapper and owner of More Than Murder Records, Deffine brings an established music following and a background in live performance, studio production, and digital content. His unapologetic attitude, straight-to-the-point approach, and sharp humour give the show its edge.

More about Deffine: **morethanmurder.com**

Successful streamer and online personality

Known through the popular YouTube channel ASMR bro, Bro brings a substantial online following and experience keeping viewers engaged. His streaming background, on-camera confidence, and personality bring an established creator's perspective to the podcast.

Together, their music and online content have generated millions of plays and streams. They bring creative experience, established audiences, and a serious commitment to building a show people return to.

The energy is contagious: unfiltered opinions, unexpected stories, and the kind of back-and-forth that makes you want to jump into the conversation. One minute you're laughing; the next, you're picking a side. We're building the show people send to their friends with, **"You need to hear this."** Come for the chaos, stay for the chemistry, and bring your two cents - because the next conversation is one you'll want to be part of.

Let’s build something worth being part of

From local favourites to national brands, we’re interested in partners who want to grow with us. We’re experienced, confident in the show’s potential, and serious about building lasting business relationships. Let’s find a way to put your brand in the conversation.

Founding sponsor packages

Choose one episode or a four-episode campaign, with host-read messages and on-camera branding. Proposed introductory rates are in Canadian dollars, plus applicable taxes.

What’s included	Two Cents $150 CAD	Big Opinion $400 CAD	Nobody Asked $750 CAD
Episodes	1	4	4
Host-read message	20-30 seconds	30-45 seconds per episode	45-60 seconds per episode
Brand visibility in each episode	On-screen logo during sponsor read	Logo during read + one branded product or prop on set	Opening sponsor slate + logo during read + prominent product or prop on set
Description link	1 episode	All 4 episodes	All 4 episodes
Social sponsor posts	-	1 total	2 total
Branded promo clips	-	1 total	2 total
Extra recognition	-	-	Opening and closing verbal thanks each episode

Products and props are sponsor-supplied; placement and dates are agreed before booking. Branded clips feature a show excerpt, your logo, and a sponsor mention in the caption. Social posts and clips run on agreed podcast channels; personal host-channel promotion is available by agreement.

Have something else in mind

We’re open to product partnerships, equipment support, giveaways, custom campaigns, and category exclusivity. Whether you want a simple introduction or a bigger presence in the show, bring us your idea.

We confirm the message, deliverables, dates, and payment terms before booking. Sponsorships are clearly identified. You receive placement links and available engagement results 30 days after the final sponsored episode. Missed placements are rescheduled or refunded by agreement; paid advertising reuse of our footage is arranged separately.

Let’s put your brand in the conversation

Connect with Deffine to choose a package or build a custom partnership.

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morethanmurder.com