THE LAST SHOT PODCAST
An LSMG Show
POWERED BY LSMG HOLDINGS

2026 MEDIA KIT / SPONSORSHIPS & BRAND PARTNERSHIPS

YOUR BRAND. OUR CONVERSATION.

A bigger audience.

SPONSORSHIPS • INTEGRATIONS • SERIES

LASTSHOTPODCAST.NET / POWERED BY LSMG HOLDINGS



THE SHOW

REAL STORIES. REAL IMPACT.

The Last Shot Podcast is an original LSMG interview show founded at Morehouse College in 2020. Today it's a guest-first, multimedia platform: long-form conversations with filmmakers, artists, athletes, wrestlers, entrepreneurs and change makers about the journey, the process and why the work matters.

01	AMPLIFY	Diverse voices
02	SPOTLIGHT	Leaders and creators
03	EXPLORE	Ideas that matter
04	INSPIRE	Action and opportunity
05	STRENGTHEN	Community through conversation

LISTEN & WATCH

SPOTIFY | APPLE PODCASTS | YOUTUBE | INSTAGRAM | TIKTOK

TWO MOREHOUSE MEN. TWO PERSPECTIVES.

TWO HOSTS. PLENTY TO SAY.



CO-FOUNDER / CO-HOST

Zachary Heneden

Co-CEO & Creative Director, LSMG
Editor-in-Chief, LEDGERA Magazine



CO-FOUNDER / CO-HOST

Julien Serrano-O'Neil

Co-CEO & Head of Operations, LSMG

One show that has grown with them.

From a conversational show between friends to a credentialed interview platform on the festival circuit, the hosts bring creative direction and business infrastructure to every conversation, and every partnership.

AUDIENCE & REACH

REAL REACH. REAL OPPORTUNITY.

79%+

PODCAST AUDIENCE AGES 18–34

983.3K+

ORGANIC SOCIAL + VIDEO VIEWS

6,500+ PODCAST PLAYS + DOWNLOADS	**90%+** U.S. PODCAST LISTENING	**42%+** AUDIENCE AGES 23–27
455.5K+ META REACH	**35.7K+** META CONTENT INTERACTIONS	**70+** COUNTRIES REACHED
30K+ FOLLOWERS + SUBSCRIBERS	**40K** UNIQUE PAGE VIEWS	**20K** UNIQUE WEBSITE VISITORS

Figures provided by LSMG analytics, updated October 2026. Social, video and web figures are cumulative across LSMG channels; not unique audience counts or guaranteed campaign results.

ON THE FESTIVAL CIRCUIT & BEYOND

CONVERSATIONS WORTH HAVING.

TRIBECA FILM FESTIVAL 2026

WHITE BELT / MON TAXI / AIRPORT BLVD / 32B / I THINK ABOUT KILLING YOU / FAULT / KAYA / ERASERHEADS: COMBO ON THE RUN

Including Mohamed Taher of *32B*, winner of the 2026 Tribeca Award for Best Narrative Short.

BEYOND TRIBECA

CLOWN PANIC / JESUS LAND / VANCOUVER QUEER FILM FESTIVAL / TNA WRESTLING

RECENT CONVERSATIONS

Ed Perkins & Jonathan Chinn — *Clown Panic*
Director and producer interviews

Saila Kariat — *Jesus Land*
Filmmaker interview; podcast + LEDGERA coverage in production

Jamal Gamble — *Airport BLVD*
The soul of a changing city

Eli Morris — VQFF 2026
A seat at the table: the future of queer cinema

Trey Miguel & Maggie Lee
Wrestling, life and the road through TNA

Jaylen Christie
Comics, representation and creative ownership

WE WELCOME PITCHES IN FILM / TV / MUSIC / SPORTS / WRESTLING / BOOKS / CREATORS / ENTREPRENEURSHIP / COMMUNITY

EPISODE, SHORT-FORM & SERIES SPONSORSHIPS

PARTNER WITH US.

COMMUNITY PARTNER
2-WEEK CAMPAIGN

$500

- Episode recognition
- Episode-description links
- Social recognition + IG tagging
- Website logo placement

GROWTH PARTNER
4-WEEK CAMPAIGN

$1,500

- All Community benefits
- Up to 4 episode integrations
- Social + short-form + custom activation
- Campaign performance recap

PREMIER PARTNER
8–10 WEEK CAMPAIGN

$5,000

- All Growth benefits
- Sustained episode integration
- Short-form branded content
- Multiple activations + category exclusivity

Partnership does not purchase favorable editorial coverage. LEDGERA Magazine remains a separate LSMG media property with its own editorial standards.

À LA CARTE

BUILD YOUR OWN MIX.

EPISODE PRESENTING

from $750

Your brand presents a single episode, with on-air and description recognition.

FEATURED INTERVIEW

from $1,000

Sponsor a featured conversation and its full rollout.

SHORT-FORM PARTNER

from $1,500

Integration across Reels, Shorts and TikTok clips cut from the show.

SERIES PRESENTING

from $7,500+

Present a themed series or festival run of episodes.

Starting investment. Combine options or ask about cross-platform packages with LEDGERA Magazine.

HOW WE PARTNER

HAVE SOMETHING WORTH TALKING ABOUT?

01

Discover

Share your brand, audience and campaign goal with the LSMG partnerships team.

02

Design

We shape integrations, short-form and activations that fit the show naturally.

03

Align

Episodes, timing and reporting are confirmed in a tailored proposal before launch.

OUR STANDARDS

Guest-first content

Integrations are built to respect the conversation and the guest.

Brand fit first

Sponsorships are subject to brand fit, availability and review.

Honest numbers

Reach is reported as cumulative totals, never as guaranteed results.

LET'S TALK

REAL PEOPLE.
REAL CONVERSATIONS.

Sponsorships, partnerships, activations and brand collaborations with The Last Shot Podcast.

PARTNER WITH THE SHOW

LASTSHOTPODCAST.NET

info@lastshotmediagroup.com

Full LSMG ecosystem partnerships: activation.thelsmg.com

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