PULL UP A CHAIR.

THERE'S ROOM FOR YOUR BUSINESS.



LOCAL STORIES. REAL CONVERSATIONS.

Sum-Bourbon Joe brings Macomb County together around bourbon, people, and the stories worth telling. Your business can be part of that conversation.

SATURDAYS
We record.

WEDNESDAYS
New episodes publish.

SPONSORSHIP OPPORTUNITIES

For Macomb County businesses and neighbors who keep it local.

YOUR BRAND.
IN THE ROOM.

We’re not looking to turn good conversation into a commercial break. We’re looking for hometown businesses that belong at the table.

01 EPISODE SPONSOR

An easy first pour.

$100 / EPISODE

A host-read or produced mention in one episode, logo placement in artwork or show notes when available, and a thank-you on the platforms used for that episode.

02 MACOMB MINUTE

Stay in the conversation.

$250 / MONTH

A recurring 45–60 second local segment in episodes published that month, a show-notes mention, and one approved short clip for sponsor reuse.

03 HOMETOWN FOUNDING

Pull up a regular chair.

$400 / MONTH

Macomb Minute presence, category exclusivity as defined in the agreement, site/sponsor-board placement when available, and priority consideration for features.

04 EVENT / SPOTLIGHT

A moment worth talking about.

$300 ONE-TIME

A dedicated guest, event, or themed spotlight with a social mention on the channels used for that feature.

THE MACOMB MINUTE.

One minute. One local business. One more reason to support the neighborhood.

A short, naturally delivered feature that feels like a tip of the glass, not a hard sell. Featured early-to-mid episode.

01 / THE INTRO

“This Macomb Minute is sponsored by [Sponsor].”

02 / THE LOCAL HOOK

A specific, true detail about the business or its Macomb connection.

03 / THE GOOD STUFF

What they do, who they serve, and one clear invitation to stop by.

04 / BACK TO THE TABLE

“That’s the Macomb Minute. Support local.”

NO HYPE. NO GUARANTEES. JUST A REAL LOCAL INTRODUCTION.

GOOD STORIES TRAVEL.

And your sponsor moment can travel with them.

THE CHAIR DROP

A 15–20 second vertical clip: a genuine table moment, one sponsor message, and a clearly labeled end card for social reuse when approved.

PULL UP A CHAIR

A 20–30 second invite that shares the energy of the show and thanks a partner, using real footage and cleared assets.

YOU BRING THE BUSINESS.
WE’LL MAKE ROOM AT THE TABLE.

Restaurant? Retail shop? Local service? Upcoming event? If Macomb County is your kind of crowd, we’d like to hear what you have in mind.

LET’S TALK SPONSORSHIP.

sbjmacomb.com/sponsors.html

Package details, placement, and sponsor assets are confirmed in a written agreement. All paid features are clearly disclosed. Content and clip reuse are subject to approval and rights clearance.