

EASY MODE.

Become an embedded launch partner in a leadership brand built to compound attention, trust, and authority.

This is not a sponsorship buy. It is a chance to take position early in an 18-month authority campaign spanning podcast, newsletter, events, launch-week media, and permanent in-book acknowledgment.

183K

MONTHLY
PODCAST
DOWNLOADS

15.1K

NEWSLETTER
SUBSCRIBERS

29K

SOCIAL
FOLLOWERS

18

MONTH
CAMPAIGN
WINDOW

**SEPT
2027**

BOOK LAUNCH

WHY THIS IS DIFFERENT

THIS ISN'T AN AD BUY.

Most sponsorships die the moment the placement runs. The logo flashes. The host reads. The buyer pays. Everyone moves on.

This package does the opposite. It gives a sponsor position inside an 18-month launch campaign built around Ryan Hanley, the *Easy Mode* book release, the Finding Peak podcast, the newsletter, speaking events, and launch-week media.

That means the right brand is not renting attention for a week. It is attaching itself to a disciplined idea, a trusted voice, and a launch story that compounds before, during, and after publication.

THE MATH THAT MATTERS

The real value is not just inventory. It is inventory plus endorsement, permanence, event access, category position, and early-runway integration. That is why the top packages are framed as **estimated sponsor value**, not simple media math.

WHY SMART SPONSORS BUY EARLY

ORDINARY SPONSORSHIP VS. LAUNCH POSITION

ORDINARY SPONSORSHIP	EASY MODE LAUNCH PARTNER
Short shelf life	18-month runway
One-off placement	Multi-channel integration
Paid mention	Trusted endorsement
Little memory	Permanent in-book acknowledgment
Replaceable inventory	Category position and relationship access

WHAT A SPONSOR IS REALLY BUYING

- Association with a rising leadership platform before the crowd shows up.
- Repeated host-read endorsement across the full pre-launch and launch window.
- Visibility that does not disappear when the episode or email ends.
- Access to events, conversations, and custom assets that lower tiers do not get.

WHO THIS REACHES

A HARD-TO-BUY AUDIENCE OF OPERATORS

This audience is made up of founders, owners, executives, and high-agency professionals. They are not passive content grazers. They are people with budget authority, influence, and real buying power.

They show up for systems, performance, leadership, and disciplined execution. When Ryan recommends something, it lands inside a business-minded context, not a throwaway entertainment slot.

PLATFORM SNAPSHOT

WHY BUYERS TAKE THIS SERIOUSLY

183K PODCAST DOWNLOADS / MO	15.1K NEWSLETTER SUBSCRIBERS
400+ KEYNOTES DELIVERED	500K+ TEDX VIEWS

AUDIENCE QUALITY

Finding Peak attracts men and women building companies, leading teams, managing money, and looking for leverage. This is an audience that values trusted recommendations over generic ads.

RYAN'S CREDIBILITY

Ryan Hanley is a founder with an exit, host of Finding Peak, speaker, and author of *Easy Mode* with BenBella Books. He brings operator credibility, not influencer fluff.

BUYER ACCOUNTABILITY

Sponsors receive defined deliverables, tracked placements, launch-phase coordination, and a campaign recap so the package feels bankable, not fuzzy.

BEST-FIT SPONSOR CATEGORIES

Performance tools, founder services, premium B2B software, health and optimization brands, financial and advisory services, executive education, and lifestyle brands built for ambitious professionals.

WHY THIS MATTERS

The right sponsor is not just buying reach. It is borrowing trust from a voice already associated with discipline, ambition, clarity, and execution.

FOUNDING

FOUNDING PARTNER

1 SPOT ONLY · CATEGORY EXCLUSIVE
ACROSS THE FULL CAMPAIGN

\$125,000

ANCHOR PARTNER –
HIGHEST ACCESS · HIGHEST
POSITION

LAUNCH IDENTITY & PERMANENT POSITION

- Primary launch-partner naming across core campaign materials and launch-week assets
- Top logo placement on the official book landing page through Oct 2027
- Permanent Founding Partner acknowledgment in every printed copy of *Easy Mode*
- Included in major press, media, and launch-week promotional materials

PODCAST & NEWSLETTER INTEGRATION

- 36 host-read podcast placements across pre-launch, launch, and post-launch windows
- 18 newsletter placements with priority positioning and Ryan-written copy
- 2 dedicated long-form sponsor features or special episodes

ELITE ACCESS & CO-CREATION

- Host rights for one VIP founder dinner, private roundtable, or equivalent invite-only experience
- 2 co-created flagship content assets built with Ryan and the Finding Peak team
- 6 private strategy sessions, 4 VIP invitations, and first right to renew or expand

SCARCITY & STRATEGIC ADVANTAGE

- Full category exclusivity across the entire campaign
- Earliest access to the full pre-launch runway and custom launch planning
- Priority claim on the most visible moments, rooms, and relationship assets

This is the ownership-position package. It combines media, naming rights, co-created content, hosted experiences, permanent book placement, and category control. It is built for one brand that wants the strongest possible position in the full Easy Mode launch.

EST. SPONSOR VALUE

\$250,000+

TITLE

TITLE SPONSOR

1 SPOT AVAILABLE · HIGH VISIBILITY ·
CATEGORY PROTECTED

\$50,000

PREMIUM PARTNER – ALL
CHANNELS

BOOK & CAMPAIGN

- Presented-by credit on launch campaign materials
- Logo on official book landing page through Oct 2027
- Permanent acknowledgment in every printed copy of *Easy Mode*
- Included in launch-week press and promotional materials

PODCAST & NEWSLETTER

- 24 host-read podcast spots in Ryan’s voice
- 12 newsletter placements with primary positioning
- Dedicated sponsor spotlight feature during launch month

ACCESS & VISIBILITY

- Dedicated sponsor announcement post and minimum 6 organic launch mentions
- Verbal mention at key speaking engagements and 2 VIP invitations to the official launch event
- 4 private strategy calls, first right of refusal, and one co-created content opportunity

WHY BUYERS LIKE THIS TIER

- Strong presence across the full campaign without taking the six-figure anchor slot
- Premium visibility, access, and endorsement at a materially lower investment

This package combines host-read endorsement, newsletter integration, launch-week visibility, permanent in-book acknowledgment, and strategic access. It is the premium option for a brand that wants major position without the Founding Partner commitment.

EST. SPONSOR VALUE

\$95,000+

PLATINUM

PLATINUM SPONSOR

3 SPOTS AVAILABLE · CATEGORY ALIGNED
· STRONG MID-TIER LEVERAGE

\$25,000

PER SPONSOR

BOOK & CAMPAIGN

- Permanent acknowledgment in every printed copy of *Easy Mode*
- Launch-week co-branding and logo on the official landing page
- Sponsor announcement post and minimum 3 organic launch mentions

PODCAST · NEWSLETTER · ACCESS

- 12 host-read podcast spots and 6 newsletter placements
- 2 launch-event invitations and 1 kickoff strategy call
- A strong fit for brands that want serious visibility without top-tier access pricing

A disciplined mid-tier package built for strong category-aligned brands. It combines repeated endorsement, launch-week visibility, permanent placement in the book, and enough access to feel materially more strategic than a standard buy.

EST. SPONSOR VALUE
\$40,000+

COMMUNITY

COMMUNITY SPONSOR

OPEN ENROLLMENT · GOOD-FIT BRANDS ·
BROAD CAMPAIGN PRESENCE

\$10,000

PER SPONSOR

CORE PACKAGE

- Permanent acknowledgment in every printed copy of *Easy Mode*
- 4 host-read podcast spots across the campaign window
- Included in launch-week sponsor acknowledgment post

VISIBILITY

- 3 newsletter placements in standard position
- Listed on the official book landing page through Oct 2027
- Listed as sponsor at official launch events

This is the accessible entry point for credible brands that want presence, endorsement, and permanent placement without paying for higher-touch access or exclusivity.

EST. SPONSOR VALUE
\$18,000+

CUSTOM ADD-ONS

LAUNCH DINNER HOST
\$25,000

Co-brand a private dinner around launch week.

FOUNDER ROUNDTABLE
\$20,000

Co-host an invite-only operator roundtable.

EXCLUSIVITY EXTENSION
FROM \$15,000

Extend category protection where available.

BONUS CONTENT SPRINT
\$15,000

Add extra podcast, newsletter, or co-created content.

CAMPAIGN WINDOW

18 MONTHS. POSITION COMPOUNDS.

<p>NOW → Q4 2026</p> <h2>CAMPAIGN LAUNCH</h2> <p>Messaging alignment begins. Podcast and newsletter placements start immediately.</p>	<p>Q1-Q2 2027</p> <h2>PRE-LAUNCH RAMP</h2> <p>Pre-order momentum builds. Sponsor integration compounds across repeated touchpoints.</p>	<p>SEPTEMBER 2027</p> <h2>LAUNCH BLITZ</h2> <p>Press, events, podcast, newsletter, and speaking visibility stack at peak intensity.</p>	<p>THROUGH OCT 2027</p> <h2>POST-LAUNCH</h2> <p>Reviews, media appearances, and ongoing sponsor association continue after launch week.</p>
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PARTNERSHIP PATHS

PATH	INVESTMENT	BEST FIT	SIGNAL
Founding Partner	\$125,000	Category ownership and deepest integration	Exclusivity and highest access
Title Sponsor	\$50,000	Premium launch visibility across the campaign	Broad authority alignment
Platinum Sponsor	\$25,000	Repeated endorsement without six-figure positioning	Strategic leverage
Community Sponsor + Custom Add-Ons	Starting at \$10,000	Meaningful presence or tailored activation	Flexible custom fit

Packages can be tailored for the right brand. Only the **Founding Partner** position is strictly singular.

NEXT STEP

THE BEST POSITION GOES TO THE BRAND THAT MOVES FIRST.

Early sponsors get the strongest version of the deal: better category position, deeper runway integration, and first claim on the best custom assets.

This is first-come, first-served for a reason. Once the right partner takes the slot, the leverage is gone.

WHAT WAITING COSTS

Loss of category protection, early-runway integration, custom rights, and the strongest public position in the campaign.

GET IN TOUCH
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