

IT'S ALL COBBLERS TO ME

THE FANS PODCAST ABOUT NORTHAMPTON TOWN FC



ABOUT THE PODCAST

It's All Cobblers To Me is a fans podcast about English Football League Club Northampton Town FC. The Cobblers currently play in League 2, the fourth tier of professional football in England.

Before It's All Cobblers To Me was created the only source of fan based opinion on the Cobblers came from internet message board The Hotel End and the HotelEnders fanzine.

It was Charles who saw the chance to give the fans a voice within the media and started looking for others to join him. It didn't take long for Neil and Danny to agree to get involved and the first episode was released in September 2018 featuring an exclusive interview with former Northampton goalkeeper Lee Harper.

It's All Cobblers To Me was created at a time of footballing depression for Northampton Town. The club had been relegated to League 2 the previous May and the pre-season optimism of a swift return to League 1 had all but vanished. After a poor start that saw the club win only one of their opening 10 games, then manager Dean Austin was sacked just in time for the 2nd episode of It's All Cobblers To Me.

Since then there have been interviews with the Chairman, Kelvin Thomas and a host of former players and managers including Andy Woodman, Chris Hargreaves, Chris Freestone, Nicky Adams, Alan Knill and Chris Wilder.

On the eve of the 2019/20 season, Chessie Coleman was invited to join the It's All Cobblers To Me team.

Presented by four lifelong fans of the Cobblers, the podcast discusses the fortunes of the football club from the fans point of view.

Every episode looks back on the latest result, hears the opinions of regular fans through the postbag feature and previews the next game with the help of a fan from the opposition.

Episodes of It's All Cobblers To Me are between 55 and 75 minutes and released weekly on a Tuesday.

It's All Cobblers To Me is free to listen to and available on the internet through Apple Podcasts, Spotify, Google Podcasts and everywhere else podcasts are available.



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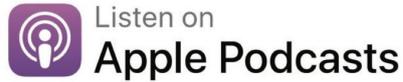
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ABOUT OUR AUDIENCE

400+ unique listeners to each episode

25-34 the average age of our listeners

85% of listeners identify as male

Social Media

1K+ followers on Twitter & Facebook

80K+ impression rate

WHAT THEY SAY ABOUT US

Essential listening for all Northampton Town fans



Never afraid to be outspoken but with reasoned arguments, analysis, opposition facts and humour.



Although it's about Northampton Town Football Club, this is a great show which can be enjoyed by anyone who loves the game



One of my favorite podcasts, and the definitive podcast for anything related to Northampton Town Football Club.



ABOUT THE CREATOR

Charles Commins is a professional presenter and podcast producer who left a successful career in retail to pursue his creative passions. He currently lives in Warrington, Cheshire with his partner Nicola and their 5 year old daughter, Amelia.

As a lifelong Cobblers fan, the team are never far from his mind and he attends as many matches home and away as possible.

In 2018 Charles started trading as Vibrant Sound Media and has produced or co-produced over a dozen podcast series to date.

You can learn more about Charles at his website vibrantsoundmedia.com or by following him on Twitter at @charlescommins.

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SPONSORSHIP OPPORTUNITIES

It's All Cobblers To Me has a number of partnership options available, or we can create a custom solution.

- **Full episode sponsorship -** Your brand, product or service will be identified as the main sponsor for that episode during the intro and outro. Link to your website will be included in the show notes and on our website. Available for a flat fee.
- **Feature sponsorship -** Your brand, product or service is identified as the sponsor of a feature within the episode during it's introduction. A link to your website will be included in the show notes and on our website. Available for a flat fee.
- **Product or service giveaway -** We offer our listeners the opportunity to win your product or service, which is described within the show, and offered in exchange for listeners taking some action (typically filling out a survey). Fees vary based on how many episodes the promotion will be mentioned in and what is being given away.

CONTACT INFORMATION



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