Partnership & Sponsorship Opportunities

Custom brand partnerships across media, publishing, conversations, entertainment and live experiences.

CUSTOM PARTNERSHIP PACKAGES AVAILABLE

DRAKE MEDIA LLC

MEDIA | PUBLISHING | ENTERTAINMENT | EVENTS

STORIES. BRANDS. CULTURE. IMPACT.

WHO WE ARE

One company. Multiple ways to connect.

Drake Media LLC is a North Carolina media and entertainment company creating platforms, experiences and opportunities that connect culture, creativity, communities, brands and audiences across the state.

MEDIA

Publishing

Editorial storytelling, print and digital visibility through Drake Magazine.

PODCAST

Conversations

Interview, podcast and video storytelling through Unscripted by Drake.

EVENTS

Experiences

Live entertainment, competition and cultural activations through Battle of the DJs.

OUR MISSION

Culture deserves platforms built with intention.

Our mission is to create credible, engaging media and entertainment properties that elevate stories, connect communities and give partners meaningful ways to participate.

STORIES. BRANDS. CULTURE. IMPACT.

Rooted in North Carolina. Built for meaningful connection across platforms.

OUR PORTFOLIO

Three properties. One partnership ecosystem.

PUBLISHING & CULTURE

Drake Magazine

A culture-focused publication covering Black culture, creativity and community across North Carolina in print and online.

CONVERSATIONS & PODCAST

Unscripted by Drake

An interview and conversation platform centered on real people, honest conversations and compelling stories.

LIVE ENTERTAINMENT

Battle of the DJs

A North Carolina live-entertainment property bringing DJs, music, competition, culture and audiences together.

THE CASE FOR PARTNERSHIP

Why partner with Drake Media?

Cross-platform thinking

Build one partnership across publishing, podcast/video and live experiences.

North Carolina focus

Connect with audiences and communities across the state.

Custom activation

Shape the partnership around your goals rather than a one-size-fits-all package.

Authentic context

Place your brand within relevant cultural, editorial and experiential environments.

AUDIENCE

Built for engaged, culture-forward communities.

Drake Media is developing an audience across North Carolina through editorial content, digital storytelling, conversations, events and community participation. Partnership recommendations can be tailored by property, geography, campaign goal and activation type.

VERIFIED INFORMATION. NO INFLATED CLAIMS.

Available audience information, campaign deliverables and measurable outcomes can be supplied during partnership planning as verified data becomes available.

PROPERTY 01 | DRAKE MAGAZINE

Publishing with cultural purpose.

Drake Magazine documents, celebrates and elevates Black culture, creativity and community across North Carolina. Coverage spans culture, music, business, fashion and beauty, sports, education, community and more.

Print & Digital

Brand visibility through print, web and integrated campaigns.

Editorial Context

Sponsored opportunities can be clearly identified while independent editorial coverage remains separate.

Community Reach

Partnership concepts can connect statewide stories, businesses, creators and events.

PROPERTY 02 | UNSCRIPTED BY DRAKE

Real people. Honest conversations.

Unscripted by Drake is an interview and conversation platform designed for meaningful stories from artists, entrepreneurs, community leaders, creatives, entertainers and compelling guests.

Episode Partner

Align with a specific conversation or theme.

Branded Segment

Create a clearly identified recurring or special segment.

Video & Digital

Extend a partnership into video clips and digital promotion.

PROPERTY 03 | BATTLE OF THE DJS

Where sound meets competition.

Battle of the DJs is a North Carolina-based live entertainment property built around DJ culture, music, competition and audience energy. The flagship competition is planned for May 22, 2027 in Raleigh.

Presenting Partnership

High-visibility association with the event experience.

On-Site Activation

Create an audience-facing brand experience at the event.

Content & Promotion

Extend visibility through event-related media and promotion.

INTEGRATED PARTNERSHIPS

One idea can live across the portfolio.

A Drake Media partnership can be built around a single property or designed as a connected campaign across multiple platforms.



ACTIVATION MENU

Ways brands can show up.

- Presenting sponsorships
- Podcast/video integrations
- Live-event signage
- VIP or hospitality experiences
- Social and digital promotion
- Print and digital visibility
- Branded or sponsored segments
- On-site brand activations
- Giveaways and audience engagement
- Custom campaign concepts

PARTNERSHIP STRUCTURE

Custom partnership packages available.

Every partnership is different. Drake Media LLC works with brands and organizations to develop customized sponsorship opportunities based on campaign goals, audience, desired exposure, activation type and selected Drake Media properties.

PRICING BY CONSULTATION

Tell us what you want to accomplish. We will build the scope, deliverables and investment around the opportunity.

2026-2027 OPPORTUNITIES

Current partnership opportunities.

ONGOING

Drake Magazine

Current and upcoming print/digital issues, editorial environments, advertising and integrated campaigns.

PODCAST

Unscripted by Drake

Launch and ongoing episode/video opportunities, branded conversations and platform integrations.

MAY 22, 2027

Battle of the DJs

Pre-event promotion, event-day activations and integrated sponsorship opportunities leading into May 22, 2027.

NEXT STEPS

From inquiry to activation.

01 — **Tell us your goals**

02 — **Choose the right property**

03 — **Build the custom concept**

04 — **Confirm scope & investment**

05 — **Launch & activate**

Partnerships can be built for one campaign, one property, a live event or a broader cross-platform relationship.

LET'S BUILD SOMETHING TOGETHER

Start a partnership conversation.

Share your brand, goals, timeline and the Drake Media property - or combination of properties - that fits best. Our team can develop a custom partnership proposal and pricing based on your objectives.

DRAKE MEDIA LLC

drake@drakesmedia.com