



# **REDEFINING THE MEANING OF SUPERSTAR**

**A PREMIUM MULTI-PLATFORM TV STYLE TALK SHOW CONNECTING  
BRANDS WITH CULTURE, CONVERSATION, TALENT, AND PURPOSE.**

## **2026 Brand Partnership Opportunities**



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**“DREAMS DON’T RETIRE.  
THEY JUST EVOLVE.”**

**— DENISE SOBIEWSKI, HOST OF THE SUPERSTAR DENISE  
SHOW™, DURING HER INTERVIEW WITH MARQUE MUNDAY**





# THE CULTURAL SHIFT

## THE WORD “SUPERSTAR” HAS EVOLVED

Modern audiences value **substance over surface-level appeal.**

Today, influence is defined by

- **IMPACT**
- **RESILIENCE**
- **LEADERSHIP**
- **REINVENTION**
- **CHARACTER**

**The Superstar Denise Show exists at this intersection of purpose, influence, and impact.**

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A photograph of a man and a woman in a formal setting. The man is on the left, wearing a dark suit and a headset, looking towards the woman. The woman is on the right, wearing a dark blue button-down shirt, smiling and giving a thumbs up. They are seated in front of a blue backdrop with red curtains and a potted plant. A small trophy is visible on a shelf in the background.

# **OUR MISSION**

## **REDEFINING WHAT IT MEANS TO BE A SUPERSTAR**

**WE SPOTLIGHT INDIVIDUALS WHO CREATE REAL IMPACT:**

- **Entrepreneurs building a legacy**
- **Leaders navigating reinvention**
- **Artists shaping culture**
- **Everyday professionals who elevate others**

**THIS IS INFLUENCE BEYOND IMAGE.  
A PLATFORM BUILT ON TRUST, AUTHENTICITY,  
AND GROWTH.**

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**"TALENT ISN'T LUCK.  
IT'S SHOWING UP WHEN  
OPPORTUNITY CALLS."**

**- MARQUE MUNDAY, FORMER RADIO CITY ROCKETTE AND  
MENTOR, DURING HER INTERVIEW WITH DENISE SOBIEWSKI ON  
THE SUPERSTAR DENISE SHOW™**



# DESIGNED FOR ENGAGEMENT

EACH EPISODE IS INTENTIONALLY STRUCTURED TO INCLUDE A FEATURED GUEST CONVERSATION, AN INTERACTIVE GAME SEGMENT (SUPERSTAR SHOWDOWN), AND A SUPERSTAR SPOTLIGHT THAT INTRODUCES TALENTED PERFORMERS BEFORE THEIR LIVE PERFORMANCE.

## **EPISODE FEATURES:**

- Authentic Long-Form Conversations
- Inspiring Guest Stories
- Interactive Guest Challenges
- Emerging Talent Interviews & Performances
- Thoughtful Brand Integration



## **WHY IT WORKS FOR BRANDS:**

### Opportunities

- Broadcast-quality production
- Evergreen visibility
- Authentic integrated sponsorship opportunities
- Multi-platform reach

# SHOW SEGMENTS

## EPISODE 1 - INTERVIEW



## SUPERSTAR SHOWDOWN - GAME SEGMENT



## EPISODE 2 - INTERVIEW



## SUPERSTAR SHOWDOWN - GAME SEGMENT



## EPISODE 3 - INTERVIEW



## SUPERSTAR SHOWDOWN - GAME SEGMENT





# **SUPERSTAR SPOTLIGHT**

**EACH EPISODE FEATURES A RISING PERFORMER IN  
A PROFESSIONALLY PRODUCED FEATURE AND  
PERFORMANCE SEGMENT.**

Superstar Spotlight gives exceptional artists and performers a premium platform within The Superstar Denise Show™ to share their story followed by a showcase performance.

This segment exists to support talent discovery, elevate creative voices, increase viewer engagement, and connect audiences with meaningful entertainment moments to remember.

**Ja-Tun - Featured on June 30<sup>th</sup> 2026**



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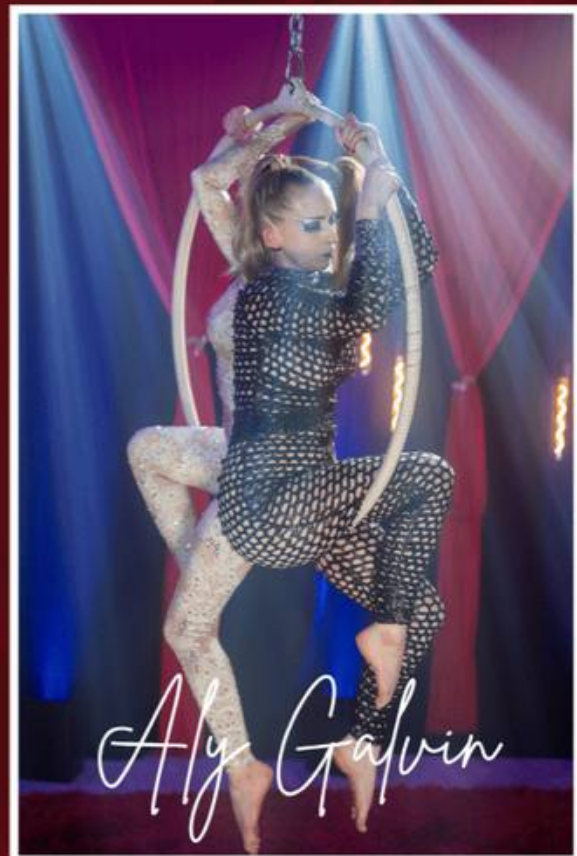
*Ja-Tun*

# PERFORMANCES

## Kyle Head - Featured on May 30<sup>th</sup> 2026



## Zoya & Aly - Featured on April 30<sup>th</sup> 2026



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## MEET DENISE

Denise brings a natural curiosity, a background in ballroom dance, and an instinct for authentic storytelling to every conversation.

Her ability to connect with guests from all walks of life creates space for stories of triumph, resilience, reinvention, and joy—inviting audiences to see themselves in the experiences shared on screen.





**“YOU HAVE TO BE CURIOUS  
BECAUSE WITHOUT THAT  
CURIOSITY, YOU DON’T  
STRETCH OUTSIDE OF  
YOUR OWN NORM”**

**— DENISE SOBIEWSKI, HOST OF THE SUPERSTAR DENISE SHOW™**



# Professionally Produced by Skyllamas Productions

A broadcast-quality production partner  
delivering premium content for brands and  
audiences alike.



SHOW CREATED BY  
**Slawomir Roszak**

## **Every episode benefits from:**

- A Multi-camera Cinematic Setup
- Professional Lighting & Audio
- Structured Editorial Workflow
- Multi-platform Asset Generation
- Brand-safe Controlled Environment

# **WHY THIS MATTERS FOR BRANDS**

## **TODAY'S AUDIENCES VALUE AUTHENTICITY.**

**Traditional Advertising is easy to ignore. Authentic brand integration creates opportunities for deeper engagement and stronger brand recall.**

### **AUDIENCES RESPOND TO:**

- **GENUINE STORYTELLING**
- **RELATABLE HOSTS**
- **NATURALLY INTEGRATED BRAND EXPERIENCES**
- **MEANINGFUL NARRATIVES**

**The Superstar Denise Show™ provides a brand-safe, premium environment for authentic multi-platform integration.**

**PREMIUM PRODUCTION STANDARDS**



**Skyllamas<sup>®</sup>**  
PRODUCTIONS



## **YOUR BRAND DESERVES A PREMIUM STAGE.**

Your brand becomes part of a professionally produced environment that is designed to deliver a polished, credible presence **on set, on screen, and across digital platforms.**

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# **BRAND INTEGRATION OPPORTUNITIES**

## **HOW YOUR BRAND BECOMES PART OF THE EXPERIENCE**

### **01 Branded Show Segments**

Own a recurring segment or special feature.

### **02 On-Set Product Placement**

Naturally integrate your product into the visual experience.

### **03 Host-Read Brand Mentions**

Authentic, in-show recognition delivered by DENISE.

### **04 Social & Digital Campaigns**

Extend the partnership beyond the stage and across our digital platforms.

### **05 Giveaways & Live Experiences**

Create memorable moments that directly engage the audience.

**YOUR BRAND DOESN'T INTERRUPT THE SHOW.  
IT BECOMES PART OF THE EXPERIENCE.**

# A PROVEN MARKETING STRATEGY

THE WORLD'S LEADING BRANDS INVEST MILLIONS EVERY YEAR IN CREATOR AND INTERVIEW-BASED CONTENT—NOT BECAUSE IT'S TRENDY, BUT BECAUSE IT BUILDS TRUST, BRAND AWARENESS, AND LONG-TERM CUSTOMER RELATIONSHIPS.



SQUARESPACE

## **The Joe Rogan Experience, The Tim Ferriss Show, creator and interview channels**

Demonstrates the power of consistent brand exposure through premium creator-led content.



## **The Diary of a CEO, Armchair Expert, The School of Greatness**

Thousands of podcasts shows how authentic host endorsements can build trust and drive customer acquisition at scale.



## **My First Million, Marketing Against the Grain**

Entrepreneur and business creators positions the brand as a trusted business resource through educational content rather than interruptive advertising.



## **The Diary of a CEO**

entrepreneur podcasts, YouTube business creators  
Reaches business owners and decision-makers while they are actively learning and evaluating solutions.

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# A PROVEN MARKETING STRATEGY

## How We Apply the Same Principles

- Premium television-style production
- Authentic conversations—not scripted commercials
- Brand integration that feels natural
- Long-form YouTube + short-form social distribution
- Evergreen content that continues delivering exposure over time



SQUARESPACE

### **Estimated annual podcast advertising investment: \$5.8M**

Has sponsored creator and interview content for more than a decade, becoming one of the most recognizable brands in its category.



### **Estimated Podcast Investment: \$20.4M**

One of the world's largest podcast advertisers. Achieved a documented 40% ROAS improvement in an IAB case study.



### **Long-term creator partnerships**

Officially funds creators through 12-month YouTube and 2-year podcast partnership programs.



### **Estimated monthly podcast advertising spend: \$5.2M**

Continues to rank among the leading podcast advertisers, demonstrating sustained investment in creator-led media.

# AUDIENCE PROFILE

## Reaching an Audience That Values Success • Culture • Quality

Launch Performance (First 3 Months) on YouTube

**3,700+**

Subscribers

**110,000+**

Views

**U.S.**

Primary Market

### WHO OUR CONTENT RESONATES WITH

- ✓ Entrepreneurs
- ✓ Business Owners
- ✓ Lifelong Learners
- ✓ Professionals
- ✓ Creatives
- ✓ Premium Consumers

### IDEAL BRAND PARTNERS

Finance

Healthcare

Automotive

Real Estate

Hospitality

Luxury

Technology

Pro - Services

### WHY IT MATTERS

The Superstar Denise Show™ connects brands with audiences through premium storytelling, trusted conversations, and evergreen digital content designed to build awareness, credibility, and long-term brand affinity.

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# MULTI-PLATFORM DISTRIBUTION ENGINE

BUILT FOR DISCOVERY BEYOND A SINGLE EPISODE

**1**

EPISODE

**MULTIPLE**  
CONTENT  
FORMATS

**25-30**  
SHORT-FORM  
ASSETS

## **WATCH**

YouTube

**Full video episode +  
Individual Segments**

(Main Guest Interview ▪  
Talent Performance ▪  
Interview + Performance ▪  
Game Segment ▪  
Trailer)

**Complete Audio and  
Visual Experience**

## **LISTEN**

**Interview Series**  
(Main guest  
interview only)

Distributed on  
major podcast  
platforms

**Audio-only  
version**

## **DISCOVER**

Instagram ▪  
TikTok  
▪ YouTube Shorts  
▪ LinkedIn ▪  
Facebook

**Short-form clips**

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**ONE SHOW. MULTIPLE FORMATS.  
CONTINUED VISIBILITY.**

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# GROWTH STRATEGY

BUILT FOR MEASURED, STRATEGIC SCALE

I

## PHASE I — FOUNDATION

- Monthly flagship episode
- 25–30 short-form assets per episode
- Multi-platform distribution
- Audience growth through guest & community networks, along with advertising campaigns
- Establish brand tone, retention, and loyalty

II

## PHASE II — ACCELERATION (CURRENT PHASE)

- Strengthen Denise's digital presence and personality
- Deepen audience participation and engagement
- Performance-based promotion
- Scalable sponsor integrations
- Expand PR and Media Visibility

III

## PHASE III — EXPANSION

- Transition to biweekly episode release schedule
- Live activations and special events
- Sustainable long-term growth
- Build a larger, higher-end production and show experience

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AS THE PLATFORM GROWS, PARTNERSHIP OPPORTUNITIES GROW WITH IT.

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# **LONG-TERM BRAND VISION**

## **BUILDING A RECOGNIZED ENTERTAINMENT BRAND**

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**The Superstar Denise Show™ is positioned as a long-term media asset with structured expansion goals, built to create lasting value for sponsors.**

## **GROWTH ROADMAP**

- ◆ **Recurring seasonal programming**
  - ◆ **Branded live events and special experiences**
  - ◆ **Multi-platform content ecosystem**
  - ◆ **Strategic brand alliances**
  - ◆ **Continuous audience and market expansion**
- 

**OUR OBJECTIVE IS NOT SHORT-TERM VIRALITY —  
IT IS SUSTAINED BRAND EQUITY.**

The Superstar Denise Show™ is currently in the trademark registration process.

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# STRATEGIC PARTNERSHIP

PARTNERSHIP THAT CONNECTS. STORIES THAT INSPIRE. IMPACT THAT LASTS.

## EXCLUSIVE EPISODE PARTNER

CUSTOM INVESTMENT

LEAD THE EPISODE WITH PREMIUM BRAND VISIBILITY.

FOR EXAMPLE:

- EXCLUSIVE “PRESENTED BY” EPISODE STATUS
- PREMIUM LOGO PLACEMENT BEFORE, DURING & AFTER THE SHOW
- CUSTOM BRAND INTEGRATION DELIVERED BY DENISE
- FEATURED PLACEMENT ON THE GUEST PROFILE PAGE
- CATEGORY EXCLUSIVITY

(OPPORTUNITIES CAN BE CUSTOMIZED)

**One brand. One episode.  
Maximum impact.**

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**THE NEXT SUCCESS  
STORY COULD BE  
YOURS.**



**BECOME ONE OF OUR  
EXCLUSIVE FOUNDING  
PARTNERS.**

**ONLY A LIMITED  
NUMBER OF  
PARTNERSHIPS ARE  
AVAILABLE**





# CONTACT US!

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## LET'S REDEFINE SUPERSTAR TOGETHER

Your partnership will elevate your brand while aligning it with a platform built on  
impact, credibility, and long-term influence.

Let's build something that resonates far beyond a single episode.