

Seams and Downs - Media Kit (Version 1.2025)



About the Brand

Seams and Downs Media, LLC is a grassroots media brand capturing the heart of youth sports in America - from the dugouts and sidelines to the kitchen table and beyond. We are the authentic voice of families, coaches, and young athletes navigating the wild world of youth sports- travel ball, community leagues, and Friday night lights.

Our Mission

To spotlight the real stories behind youth sports - the joy, the pressure, the growth, and the grit. We amplify voices often overlooked: parents, coaches, players, and the people who build sports from the ground up. We will build a community around this initiative.

What We Cover

Our content lives at the intersection of sports, family, and faith.

Key themes include:

- Travel Ball Journeys
- Youth Coaching Insights
- Faith + Family in Sports
- Player Shout Outs
- Player Showcases
- Sports & Health Awareness Interviews with Local Leaders
- and MORE!

Confidentiality Notice

This media kit is intended solely for internal preview and early-stage outreach. All materials are protected under the Seams and Downs Media LLC brand and are not to be shared, copied, or redistributed.

Target Reach

- Weekly Podcast Episodes (audio + video)
- Social Media Reels & Shorts
- In-Person Coach & Athlete Interviews
- Guest Editorial Features
- Partnerships with local sports clinics, faith groups, and media outlets

Target Audience

- Parents of athletes (ages 6-18)
- Local coaches and sports mentors
- Faith-based sports communities
- Local business owners & nonprofits
- High school and club athletes

Geographic Focus

We're currently rooted in Memphis & Bartlett, TN, with a growing network in the broader Mid-South -we will expand outward through digital storytelling and regional interviews. Year three will see a national (U.S.) scale.

Current Status

- LLC and legal brand formation complete
- Trademarks in final stages
- First podcast episodes launched
- Sponsorship outreach underway
- Clothing line under development
- Equipment, recording, and editing setup active
- Business development underway

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