heckler | Media

A brief for brand partners
October 2026

Reach golfers through the names they follow.

Sponsor a newsletter, a competition or a pro's whole owned channel, and reach golfers who asked to hear from the person they follow. Reads are written in that person's voice, everything is labeled as sponsored, and every placement comes with a report your team can forward.

See it first, free

Send me your logo and I'll put it on one of our holes and send you a private preview, free. It's how you see your name on the hole before anyone talks about a budget.

Three ways in

Present a pro's channel	Fund the newsletter, site and competitions for a player you already back, with your name on them and a monthly report built for your activation team. The fastest start.
Sponsor a competition	Your name on the hole, the prize and the entry page, in front of everyone who enters.
Newsletter reads	A read in the voice of the person they follow, in an email they asked for, labeled as sponsored.

What you get is the placement and a report on what it delivered. The list stays with the creator or the player, which is why your read arrives from someone they chose to hear from.

After it runs Example

Clicks to your page	From tracked links in the read and on the entry page.
Code redemptions	Your code, counted at your checkout.
Entries with your name	Everyone who played the hole you sponsored.
Reach	Sponsored issues and the list size they went to.
Category conflicts	Checked and reported before anything runs.

Opens are directional only, because some mail apps open email automatically. Real reports come from the creator's or the player's own platforms.

The rules we keep

Always labeled	Every sponsored read and competition says so, plainly.
Cleared first	Every placement is cleared against the client's existing partners and categories before it's offered.
No betting sponsors	And no tour marks or tournament footage in anything we make.

Where we are

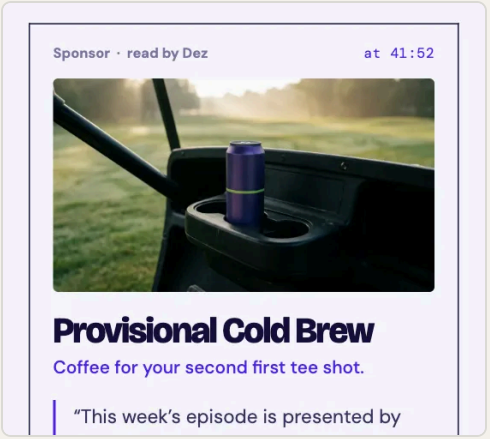


Brian Boesen, founder. I'm signing the first pros, coaches and creators now, and I'm setting up Heckler's first competition on our own channel. Tell me your category and season, and I'll tell you which channels fit as they open. Every brand conversation is with me, and I reply within one business day.

What it looks like Example, invented brand



Headliner, par 3, 210 yards: the stage sign is where your name goes.



A labeled read, in the creator's voice.

Next: a private preview with your logo.

heckler.media/contact · or book a call at calendly.com/brian-heckler

Heckler Media, Denver, Colorado.
Independent, and not affiliated with any tour. No betting sponsors.