



HITTING
THE HARDWOOD

www.hittingthehardwood.com

Sponsorship Opportunities



**Join the
HTH Family!**

2026

Who We Are

In 2023, Hitting the Hardwood was launched with one goal in mind — to be the home for Minnesota Lynx and WNBA fans. It's something the community of dedicated fans deserves, and what HTH strives to provide year-round. With the establishment of HTH founder Mitchell Hansen and the HTH team dove head first into the audio world for the first time, expanding upon over a decade of covering the WNBA and NBA with a new form of storytelling.

What began as a single podcast quickly grew, with Terry Horstman and Andrew Dukowitz joining Hansen in 2025 with the establishment of the HTH Network, a group of podcasts built to bring WNBA and NBA fans closer to the game through in-depth news, analysis and coverage with four podcasts covering the Minnesota Lynx and Minnesota Timberwolves.

And thanks to the incredible support of fans, listeners, readers and patreon members, HTH is expanding once again.

HTH will continue to provide what fans have been used to receiving, but now we are so much more. We are officially evolving from a podcast network to a full-fledged media outlet providing you the latest on all things Minnesota hoops.

From the pros to college and beyond, HTH is your go-to source for everything happening across the Minnesota basketball landscape — including the Minnesota Lynx, Minnesota Timberwolves, Minnesota Gophers and the broader WNBA, NBA and college communities.

At HTH, we will take you behind the scenes of players and teams within the state while providing top-notch stories, podcasts, analysis and more across the state of Minnesota. We are here to provide the same basketball coverage of teams that make up the basketball scene, while also stepping off of the hardwood and paying attention to things happening outside of basketball throughout the state.

Regardless of how much HTH grows, we will never lose track of who we are and why HTH was founded. HTH wants to unite Minnesota basketball fans as one — celebrating the game, its stories and the communities built around it.

HTH isn't just a media outlet. It's a movement, it's a community, and it's your home for Minnesota hoops that strives to be a major part of the Minnesota basketball scene for years to come.

Welcome to the new Hitting the Hardwood.

Meet Our Team



Mitchell Hansen
Founder & Reporter

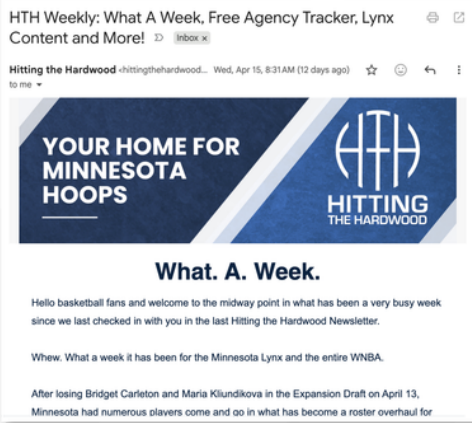


Terry Horstman
Reporter & Podcast Host



Andrew Dukowitz
Reporter & Podcast Host

What We Offer



Weekly HTH Newsletter

HTH website



HTH Network of Podcasts

By the Numbers...

4,000+

WEBSITE PAGEVIEWS IN FIRST THREE MONTHS OF LAUNCH

390,000+

IMPRESSIONS ACROSS PODCASTS AND LIVE STREAMS

109,300+

PODCAST DOWNLOADS AND LIVE STREAM VIEWS

12,310+

LIVE STREAM HOURS WATCHED

12,500+

PEOPLE REACHED VIA PODCASTS

www.hittingthehardwood.com

Sponsorship Packages



Superstar Sponsorship Package

- Presenting sponsor of Hitting the Hardwood, Lynx Happy Hour, The Missing Lynx and The Missing Wolves podcasts
 - “Presented By” tag at beginning and end of episode
 - Call-to-Action w/link in show notes
- Website inclusion
 - Banner ad on hittingthehardwood.com home page
 - Business listed on website’s partners page with link to your website
- Weekly newsletter inclusion
 - Presenting sponsor of the weekly HTH Newsletter
 - Banner ad and website included in the newsletter
- Monthly dedicated tweet
 - From @HittingHardwood, @M_Hansen13, @TerryHorstman and @ADukeMN
 - Visual branding, ad copy, Call-to-Action with link

Pricing Options

- **\$4,800** annually
- **\$2,400** bi-annually
- **\$1,600** quarterly
- **\$400** monthly



Star Sponsorship Package

- Sponsor of Hitting the Hardwood, Lynx Happy Hour, The Missing Lynx and The Missing Wolves podcasts
 - Mention in every podcasts as a headlining partner
 - Call-to-Action w/link in show notes
- Website inclusion
 - Business listed as headlining partner on website’s partners page with link to your website
- Weekly newsletter inclusion
 - Branding and ad located in weekly HTH Newsletter
- Monthly dedicated tweet
 - From @HittingHardwood, @M_Hansen13, @TerryHorstman and @ADukeMN
 - Visual branding, ad copy, Call-to-Action with link

Pricing Options

- **\$4,200** annually
- **\$2,100** bi-annually
- **\$1,400** quarterly
- **\$350** monthly

Sponsorship Packages



Starter Sponsorship Package

- Promotion in Hitting the Hardwood, Lynx Happy Hour, The Missing Lynx and The Missing Wolves podcasts
 - Mentions during podcasts as partner of HTH
 - Call-to-Action w/link in show notes
- Website inclusion
 - Business logo listed on website's partners page with link to your website
- Monthly tweets as supporting partner of HTH
 - From @HittingHardwood, @M_Hansen13, @TerryHorstman and @ADukeMN

Pricing Options

- **\$3,600** annually
- **\$1,800** bi-annually
- **\$900** quarterly
- **\$300** monthly



Sixth-Player Sponsorship Package

- Website inclusion
 - Business logo listed on website's partners page with link to your website
- Monthly tweet as supporting partner of HTH
 - From @HittingHardwood, @M_Hansen13, @TerryHorstman and @ADukeMN

Pricing Options

- **\$3,000** annually
- **\$1,500** bi-annually
- **\$1,000** quarterly
- **\$250** monthly

**YOUR HOME FOR
MINNESOTA
HOOPS**

