

THE FIRE PIT COLLECTIVE

DAWN PATROL PRODUCTIONS



INFORM, INSPIRE, ENTERTAIN



—
**WHO
WE
ARE**
—

THE FIRE PIT COLLECTIVE

| The Fire Pit Collective is a modern media company with a collection of diverse perspectives that focuses on informing, inspiring, and entertaining readers, followers, and listeners, with our stories, distributed across multiple platforms.

DAWN PATROL
PRODUCTIONS



MATT GINELLA

Multi-talented content
creator and travel insider



ALAN SHIPNUCK

Award-Winning Reporter
& Best-Selling Author



ALEX UPEGUI

Head of
Production

FOUNDING PARTNERS

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CONTENT CREATORS

MATT GINELLA

  @mattginella (120k+)

25 years covering golf travel for Sports Illustrated, Golf Digest, and Golf Channel. The leading voice and perspective on golf and travel.

ALAN SHIPNUCK

  @alanshipnuck (59.1k)

More than a quarter-century covering the game of golf for Sports Illustrated, Golf Magazine, and Golf.com. Author of six books and record of 12 first-place awards from Golf Writers Association of America.

CHRIS TROTT

  @trottiegolf (79k)

Fitter and equipment expert for TaylorMade and one of the most respected and trusted voices in the equipment industry.

RYAN FRENCH

 @MondayQInfo (47.5k)

Has quickly become one of the most interesting follows in the golf Twittersphere as he documents the weekly drama of Monday Qualifiers and mini-tour golfers living on the fringe.

CONTENT CREATORS

CHRISTINA KIM

  @christiniakim (85k)

LAZ VERSALLES

 @laz_versalles (3.2k)

COLT KNEDLER

 @coltknedler (9.3k)

MASON SEAY

JORDAN PEREZ

 @jrdnprz (740)

Longtime LPGA player known for her colorful style and outsized personality. Christina has 5 professional wins and has been a member of 3 Solheim Cup teams.

A fearless cage-rattler who has worked at elite clubs and played high-level amateur golf. In his previous writings for Golfer's Journal, Deadspin, and GOLF.com he has been an eloquent voice dedicated to diversifying the game.

After helping build the brand that is Erik Anders Lang, he oversaw the brand development of Vice Golf.

The son of Ed Seay, who built almost every one of Arnold Palmer's course designs, Mason has trusted relationships and access to the leaders in golf architecture.

A former PGA Tour staffer, she has brought a young, fun energy to the podcast game with "Swings & Studies," which is focused on the college game.

WORLD-CLASS SUPPORT



**ALEX
UPEGUI**

Head of
Production



**JEREMY
LUSK**

Lead
Editor



**LAZ
VERSALLES**

Sales
Manager



**PATRICK
KEEGAN**

Design
Director



**JACQUIRE
KING**

Sound
Editor



**KATIE
GINELLA**

Merchandise
Manager

octagon

World's largest sports and entertainment agency with 30 years in sports marketing, sponsorship, and athlete & talent representation.

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REVENUE

GLOBAL MEDIA DISTRIBUTION PARTNERSHIPS

- **Golf Digest/Discovery**
 - The Ambush, Bubba vs, Alan's written features.
- **Golf Channel**
 - 2021 Women's US Open documentary film, 2008 Tiger Woods putt feature

ADDITIONAL PARTNERSHIPS & SPONSORS

SUBSCRIBERS

- \$120/year (\$20 to Youth on Course) receives:
 - Newsletter
 - Exclusive access to additional content and special events
 - Discounts on merchandise, etc.

- Linksoul
- **ALL ACCESS**
- BMW
- Youth on Course

EVENTS

- Elite experiences at some of the most sought-after bucket-list courses and destinations all over the world, which will include special guests and exclusive merchandise.

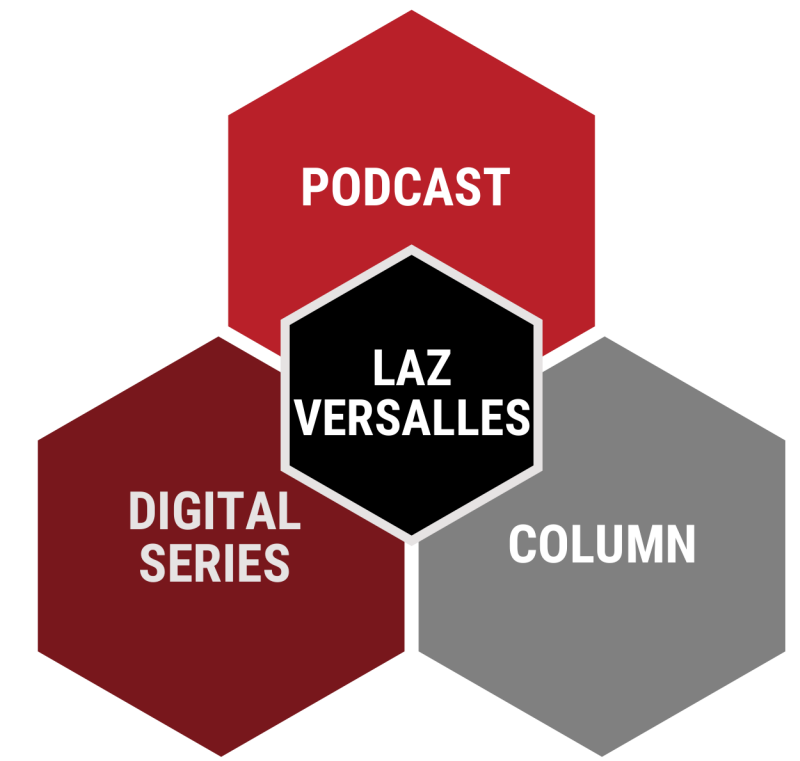
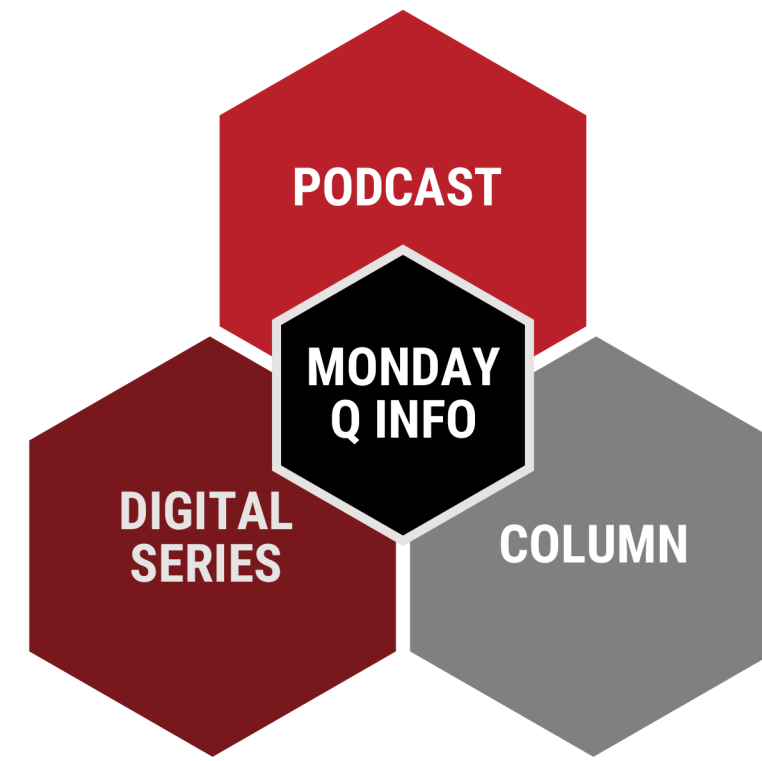
- World Golf Hall of Fame
- Dynamic Brands
- G-TECH Apparel
- TRUE Linkswear

MERCHANDISE

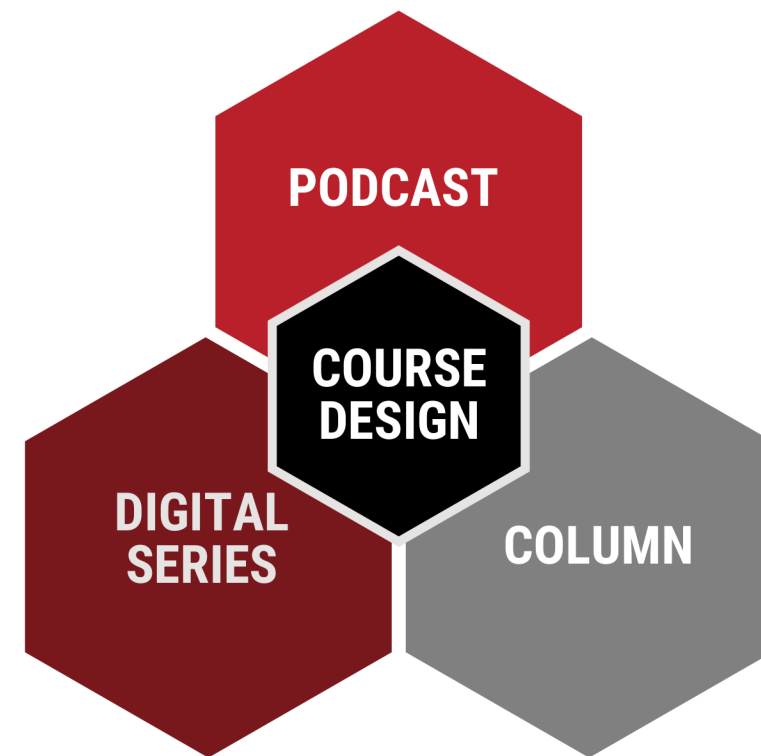
- The "Pit Shop" will feature Fire Pit essentials, branded merch for each content creator, and collaborations with brands we use and love.

- Titleist
- Asher Golf
- Octagon

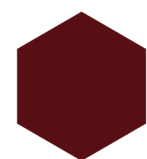




CONTENT STRATEGY



PODCAST NETWORK



DIGITAL VIDEO SERIES



LONG FORM FEATURE

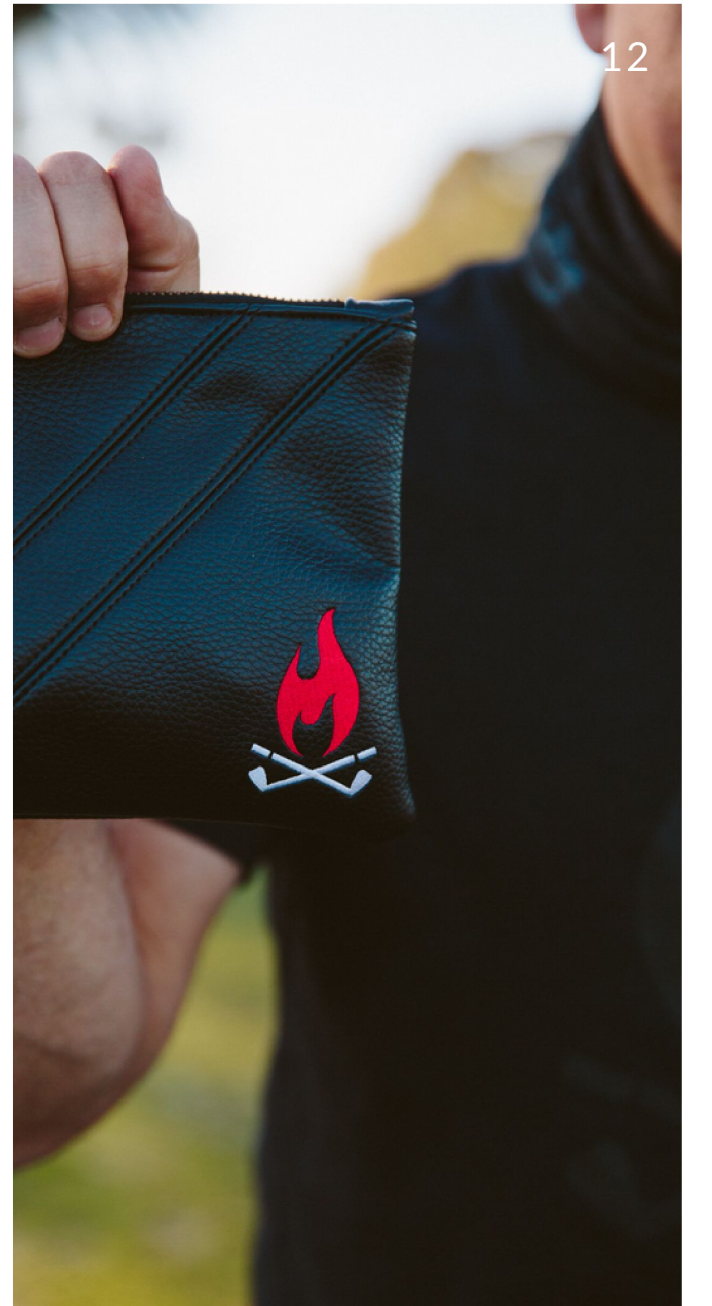


CONTENT DISTRIBUTION



GOLF DIGEST MONTHLY REACH:

- 60 MILLION VIDEO VIEWS
- 4.8 MILLION DIGITAL UNIQUES
- 2.2 MILLION SOCIAL FOLLOWERS



FIREPIT COLLECTIVE DECK 2 ON NEXT PAGE

THE FIRE PIT COLLECTIVE

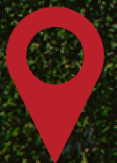


INFORM, INSPIRE, ENTERTAIN

THE TEAM:

THE FIRE PIT COLLECTIVE

We are committed to authentic content and authentic storytelling, distributed across various platforms and outlets worldwide.

 Oceanside, California



MATT GINELLA

Professional Content Creator & Travel Insider



ALAN SHIPNUCK

Award-Winning Reporter & Best-Selling Author



ALEX UPEGUI

Head of Production

The best fire pits are the epicenter of great stories which connect generations and merge cultures, leaving the masses with a deeper understanding of the past and what's relevant to the future.

Our mission is to pursue those stories worth reporting and sharing.

THE CONTENT

After we find those stories, we produce them in a variety of cuts and across multiple platforms.

Our content is categorized as:



PODCAST



AMBUSH



JOURNEYS



FEATURES



BLOG



SHOP



THE FIRE PIT

After 25 years of covering golf, the development of the game, courses, and the camaraderie that's core to the culture, it was time to share some of the best stories Matt Ginella heard around fire pits all over the world.

From Tour players, caddies, architects, avid amateurs, athletes, and alpha-trip planners, Matt appreciates the relationships he's developed with some of the most colorful and influential people in the game.



LISTEN

“ SETTLE DOWN, SETTLE IN, THE STORIES HERE ARE ABOUT TO BEGIN. ”

- JOE HOROWITZ

THE AMBUSH

A celebration of the annual buddies trip, as told by the alpha-planners and true consumers who share the how and why they've perfected their itinerary, format, traditions, budgets, and best practices.

In this video series, you will get a look at the venues and destinations, meet the game's unique characters and tap into the culture and camaraderie of why these trips are so special.



JOURNEYS

An exposé of a destination or a collection of courses and an off-course cultural reveal of the characters who make a place unique and worth sharing.



JOURNEYS
W/MATT GINELLA

FOREST DUNES

Watch on YouTube

FEATURES

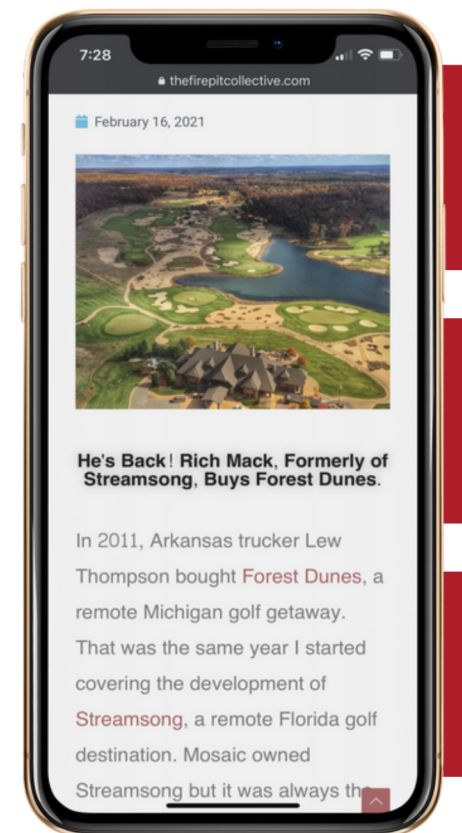
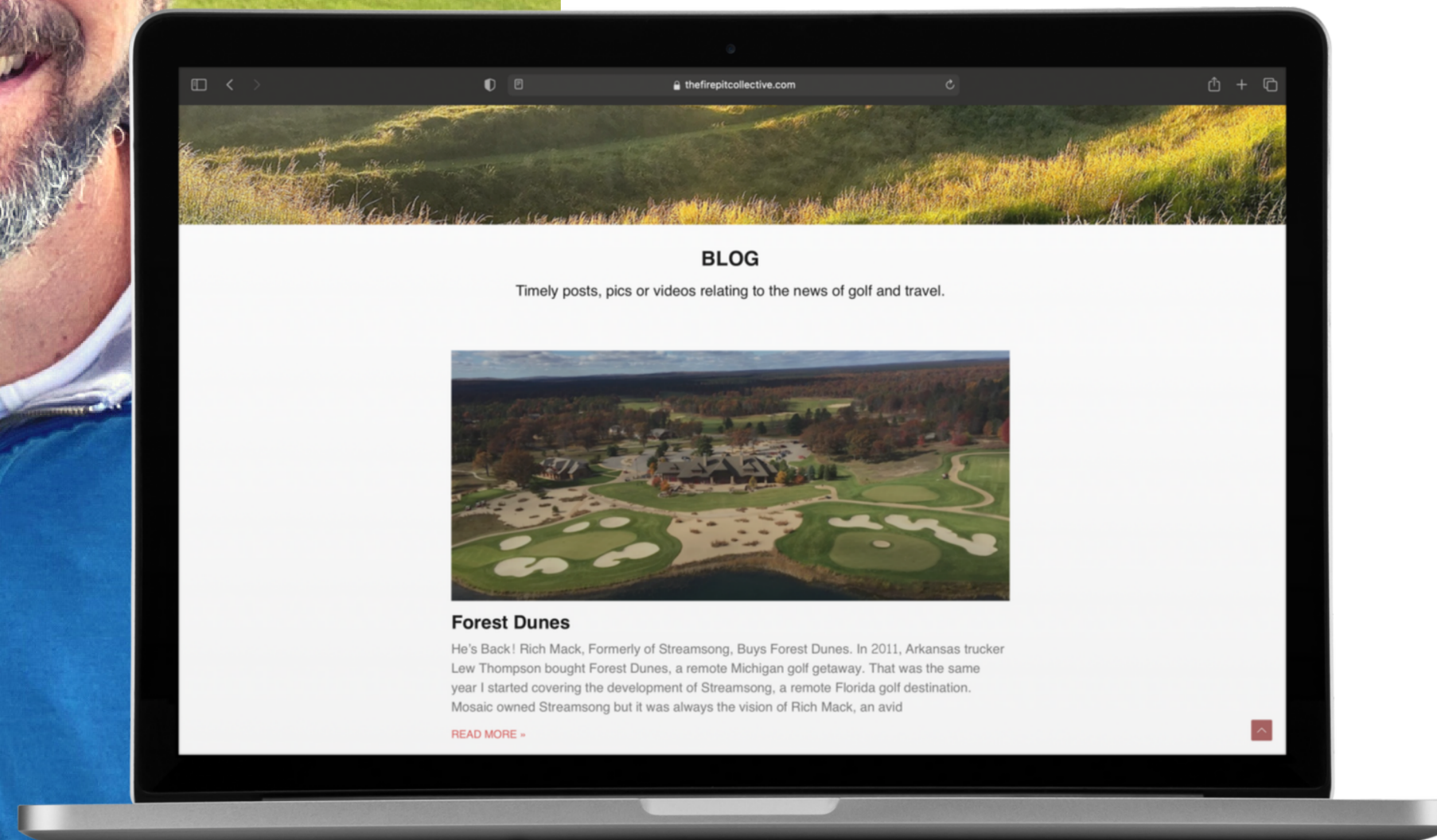
Features are deeper dives into the people, places, or things that deserve more space and time to tell a meaningful and impactful story.





BLOG⁹

Timely posts, pics, or videos relating to the news of golf and travel.



THE PIT SHOP

PREMIUM gear to sit around your favorite fire pit.



ORIGINALS



COLLABORATIONS



OUR FAVORITES

