

KB SPORTS MEDIA

Real Sports. Real Stories. Real Impact.

KB SPORTS MEDIA



ABOUT US

KB Sports Media is an independent media company dedicated to amplifying underrepresented stories across the sports world — from high school champions to women-led sports culture. We create bold, purpose-driven content that connects deeply with fans, athletes, and communities.

Whether it's a viral mini-doc, a sharp podcast take, or a heartfelt athlete feature, we don't just report the game — we tell the story.

OUR COVERAGE FOCUS

- Game Day Highlights & Recaps
- Athlete Interviews & NIL Spotlights
- Sports Documentaries & Mini Features
- Community Events & Live Social Coverage
- Original Podcasts & Cultural Commentary

PLATFORM REACH

(As of June 2025 – updated every 60 days)

TIKTOK

@kbsportschix

20.6K
Average
Followers

446K
Views
(last 60 days)

3
viral videos
(90K+ views each)

- 5.6K PROFILE VIEWS
- 5.1K LIKES
- 709 COMMENTS
- 441 SHARES

DEMOGRAPHICS

30%
Women

57%
Male

13%
Other

INSTAGRAM

@kbsportschix

1.3K
Average
Followers

@kbsportsmedia2025

9.5K
Average
Followers

- HBCU AC COVERAGE:
2,700 AVG
VIEWS/POST
- 44% ENGAGEMENT RATE

FACEBOOK

@kbsportsmedia1

PERSONAL PAGE

7.5K
Average
Followers

BUSINESS PAGE

1K
Average
Followers

- 48K VIEWS
- 26.2K REACH
- 1.7K INTERACTIONS
(LAST 90 DAYS)

YouTube: @kbsportsmedia2025

Twitter/X: @kbsportsworld



OPPORTUNITIES FOR PARTNERS



We collaborate with brands to build creative, customized campaigns that speak directly to today's sports fan.

VIDEO SERIES SPONSORSHIP

- Logo placement, product integration, and branded shoutouts
- Feature options: Athlete spotlights, sports bar tours, NIL coverage

PODCAST SPONSORSHIP

- Convos with KB: Interview show with athletes, creators, and sports insiders
- The Iso Play: Solo sports podcast delivering bold takes & real talk
- Host-read ads | Segment naming | Cross-platform promo

SPONSORED EDITORIAL CONTENT

Storytelling with purpose: Product features, brand collabs, or campaign recaps

SOCIAL MEDIA CAMPAIGNS

Branded TikToks, Reels, and YouTube Shorts with organic delivery and high engagement

EVENT ACTIVATION

On-site visibility at sports events, pop-ups, watch parties, and local athlete experiences



JOURNALIST SPOTLIGHT

LAKISHA "KB" BROOKS

Sports Journalist & Executive Producer

All Things Matter. I Don't Just Report the Game — I Tell the Story.



LaKisha "KB" Brooks is a Georgia-based journalist and executive producer with over 20 years of experience covering high school, college, and semi-professional sports. A graduate of Georgia State University with a degree in Speech Communication, she brings depth, authenticity, and bold storytelling to every platform.

She's a member of the National Sports Media Association and the founder of KB Sports Media — building a fresh, powerful voice in sports coverage.



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MEDIA KIT & RATE CARD AVAILABLE UPON REQUEST