



PARTNERSHIP GUIDE

IAM **BONK BROS** PODCAST

Represented by
INSPIRE ATHLETE MANAGEMENT





TABLE OF CONTENTS

- About the Bonk Bros
- The Bonk Bros
- Numbers
- Demographics
- Partnership
- Packages
- For More Information



ABOUT THE BONK BROS

Dylan Johnson, Scott McGill, Drew Dillman, Adam Saban, and Tyler Cloutier make up The Bonk Bros. Each week they deliver a fun, light-hearted cycling show that doesn't take itself too seriously, but touches on all the topics that cycling fans want. With almost 200 episodes under their belts, the Bonk Bros have the formula dialed: cover the latest cycling news, talk about the latest races, debate over the latest tech, and answer listener questions. The banter-style format gives the listeners an unfiltered look into the industry through the lens of professional cyclists and coaches.

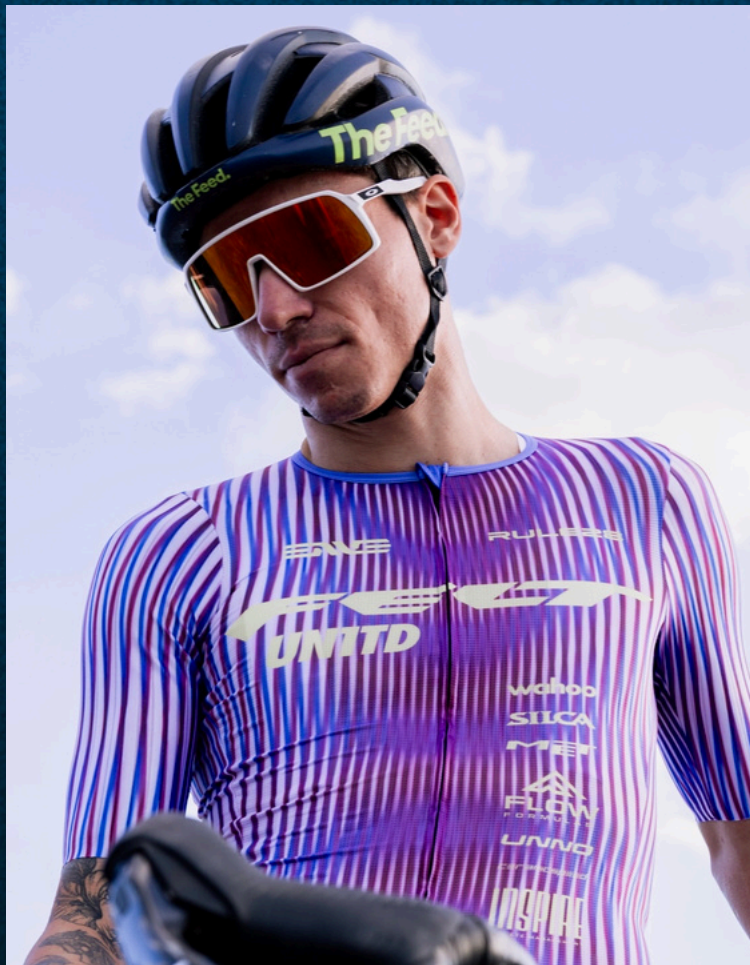
The Bonk Bros have earned cult status through thousands of loyal fans. The casual format is intimate, and makes listeners feel like they are part of the conversation. The conversation doesn't always stay focused on cycling, however - but the occasional glimpses into the lovable hosts personal lives just makes the fans want more.

The Bonk Bros are the ultimate Hype Squad for bike racing, and every week, they bring the energy, and the humour, to the podcast.





THE BONK BROS



DYLAN JOHNSON

Dylan "DJ" Johnson, aero aficionado, steel drums stan, backwards hat connoisseur. A real talent since his college days, Dylan established himself on the National Ultra-Endurance mountain bike circuit, winning endurance races all over the country. It wasn't long before DJ was called by the Spirit to the burgeoning gravel scene where he has cemented himself as a fixture of 17th place. Though his results may be marginally on the first page, the gains slung by the Tire Wizard of YouTube are definitely maximal.

 [@dylanjawnsn](#) - 74.6K followers

 [@DylanJohnsonCycling](#) - 204K subscribers


 [Dylan Johnson](#) - 23.9K subscribers




DREW DILLMAN

Drew "Dizzle" Dillman, everyone's favorite Home Improvement DIY influencer they haven't found on IG yet. A real hard worker since his college years, Dizzle established himself on the collegiate racing scene, winning races of every discipline for the Marian powerhouse. It wasn't long before Dizzle was called by the Spirit to the extra long cyclocross scene (aka gravel), where he has cemented himself as BWR King of the Dirt. Though his results may be marginally better or worse than DJ's, the Matt Fitzgerald quotes shared by the Wilson Wilson Jr. of YouTube are life-altering.

 [@raddaddizzle](#) - 10K followers

 [@DrewDillmanChannel](#) - 16.1K subscribers

 [Drew Dillman](#) - 1.8K subscribers



ADAM SABAN

Adam Saban, the proverbial wind beneath the wings of the Bonk Bros Podcast. Or maybe the Dynaplug that keeps the whole show rolling from week to week. A man of many talents, Adam brings nuggets of bike tech wisdom to every episode, providing a level of experience and professionalism the rest of us can't even comprehend. When he's not wrangling the rest of the Bonk Bros, you'll likely find him stealing your local KOMs or hitting bombs from the tee at your local golf course. Don't forget to leave him some Kudos!

 [@adamsaban6](#) - 2.1K followers



SCOTT MCGILL

Scott McGill, the most talented bike racer you've never heard of, and never will if he has a choice. He's also won more races than anyone else on the podcast, but you've never heard any of those either. When he's not busy competing in anonymity, Scott graces the airwaves with his dulcet tones to remind us that real talent would rather be hunting, or fishing, or doing literally anything else. Maybe he'll join the gravel game, just don't expect to hear about it.

 [@scottmcgilljr](#) - 4.6K followers



TYLER CLOUTIER

Tyler is the embodiment of the term "semi-professional". Whether in his day job, his athletic abilities, his lukewarm takes on gravel racing (aka repeating what Adam said), or keeping a finger, lightly, on the pulse of the latest races, he is a true master of none. Though his interests are many, he has pursued many different racing disciplines and found his home in the shallow pond of cycling, cyclocross. While he no longer races at the elite level, he'll gladly tell you about the times he raced with MVDP and Wout for 20 minutes and continue to provide (somewhat) accurate information to the Bonk Bros rambling.

 [@tylerclouti](#) - 2.1K followers



PODCAST STATS



91K+

MONTHLY DOWNLOADS

March 2026



2M+

TOTAL DOWNLOADS

As of April 2026



200+

EPISODES

PLATFORM BREAKDOWN

(as for April 2026)

PodBean

(HOSTING PLATFORM)

Monthly Downloads: 34.2K

Total Downloads: 1.2M

 **Spotify**

Monthly Downloads: 28.2K

Total Downloads: 1M



Monthly Downloads: 28.8K

Total Downloads: 958K

 **YouTube**

Total Views: 929K

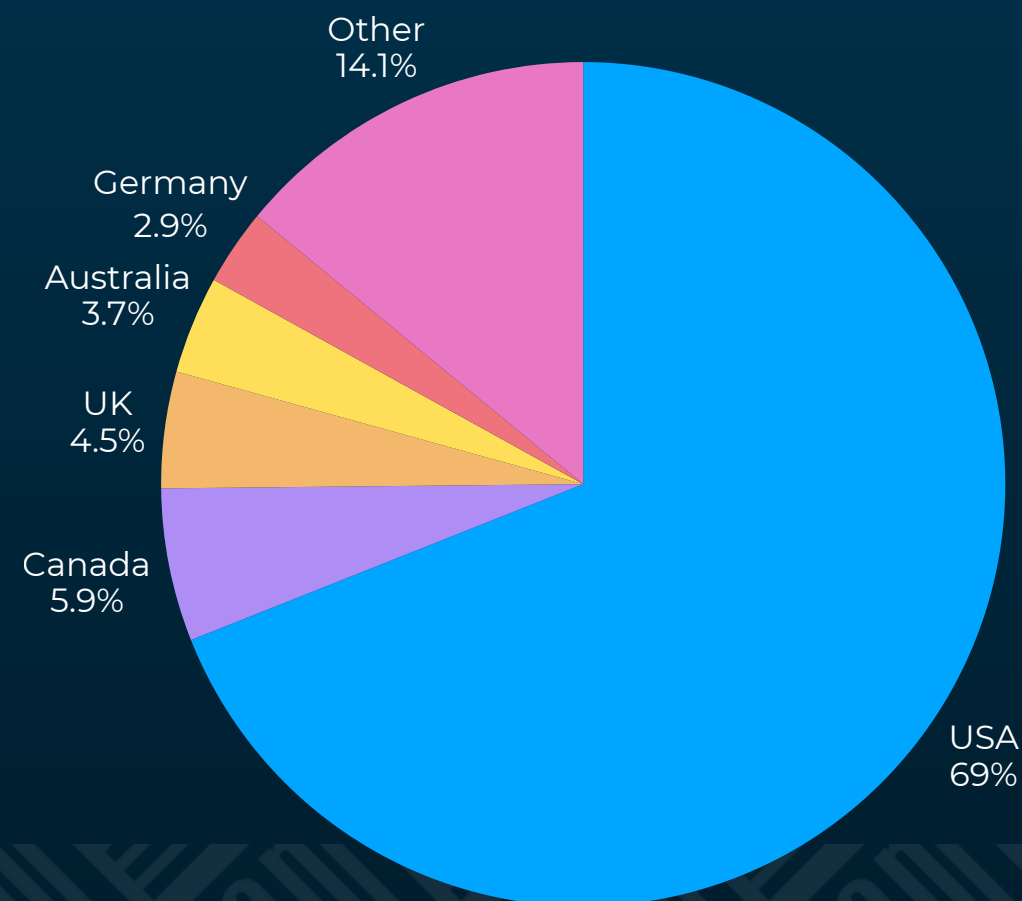
Subscribers: 5.8K



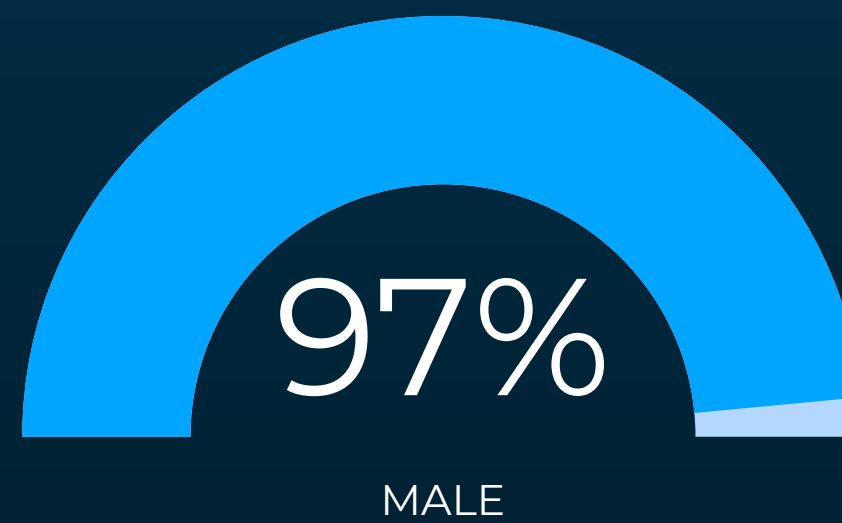
DEMOGRAPHICS

(as for April 2026)

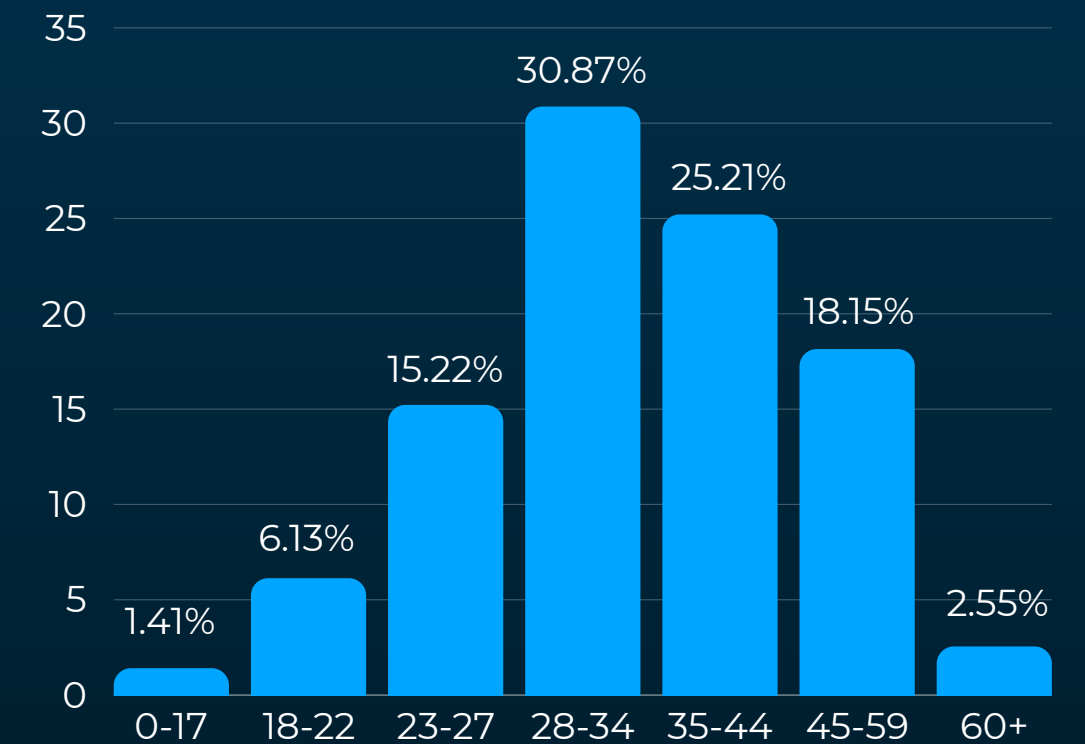
COUNTRIES



GENDER



AGE





PARTNERSHIP

With consistent, weekly releases and a rapidly growing fanbase, the Bonk Bros podcast provides sponsors a community of loyal listeners. Our audience consists of 90% males between 23-45y/o, whom we've established trustworthy rapport with when it comes to product suggestions and reviews. We interact with our fans regularly, answering listener questions, responding directly on social media, and attending events in person.





PACKAGES (CUSTOMIZABLE)

We offer a range of sponsorship opportunities from product testing to on-air advertisements. Ads can be in the form of pre/post-roll scripted reads or ad-hoc discussions during the meat of the show in an organic, entertaining fashion

“TEST THE LEGS”

- 1 host-read ad per month
- Link + discount code in show notes
- Mention in YouTube description
- Basic performance recap

CORE PACKAGE: “IN THE BREAKAWAY”

- 4 host-read ads/month
- Mid-roll or opening segment integration
- Instagram story/post support
- Product trial by one host
- Custom discount code
- Category exclusivity available at higher end

PREMIUM PACKAGE: “TITLE PARTNER”

- “Presented by” ownership
- Weekly host-read integration
- YouTube visual placement
- Social posts from podcast and/or hosts
- Segment ownership
- Race-weekend content tie-ins
- Quarterly performance report





FOR MORE INFORMATION



SIMON WILLIAMS
simon@inspireathete.com
416 · 566 · 0990



PETER COSENTINO
peter@inspireathete.com
416 · 937 · 8656



inspireathlete.com



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