



TOM LAWRENCE

**Sponsor
Prospectus**

Q3 FY24



Connect with Hundreds of Thousands of IT Professionals and Homelab Enthusiasts

Want to place your product or service in front of an engaged audience for brand exposure, demonstrations of efficacy, or to benefit a community of current and future IT leaders and decision-makers?

Working with us enables you to increase brand recognition and build trust with your target markets through demonstrated transparency and efforts designed to benefit the IT community.

Sponsor Lawrence Systems' content creation efforts to help us bring quality educational content to our audience while helping build yours!



- IT Professionals
- Internal IT teams at mid-market companies
- Homelab users

50MM plus views on channel content

38% US-based audience membership

800K plus unique viewers in Q2 2024

< 18 years	00.1%
18-24 years	07.4%
25-34 years	24.3%
35-44 years	32.4%
45-54 years	21.5%
> 55 years	14.4%

Engage with an information hungry Youtube audience of over 335,000

I'm focused on providing free IT learning through practical advice, product reviews, and demonstrations trusted by hundreds of thousands of IT professionals.

Top Cities

- New York, USA
- London, UK
- Toronto, CA
- Sydney, AU
- Melbourne, AU

Top Countries

- United States
- United Kingdom
- Canada
- Germany
- Australia

Top Sources

- Search
- Browse Features
- Suggested Videos
- External Links
- Other

Engaged Audience

Tom and team members monitor content, respond to comments, and interact with our audience daily.

Active Community

Our channel's community section is regularly updated with links to videos, 3rd party content, and items in our shop.

Forums

Over 6,000 active members

Inactive accounts are purged after 24 months.

50,000 unique visitors per week

Actively moderated by the community and Lawrence Systems staff.

Active archive of IT discussions and solutions

Top threads have active lifetimes of 6+ months.

Discord

Over 2,500 active members

Membership is increasing month-to-month.

Content-aligned channels

Active community discussion topics match top performing content topics.

Active involvement

Tom and the Lawrence System team members actively engage in conversation and host post-stream video chats and other community activities.

Newsletter

700 subscribers and growing

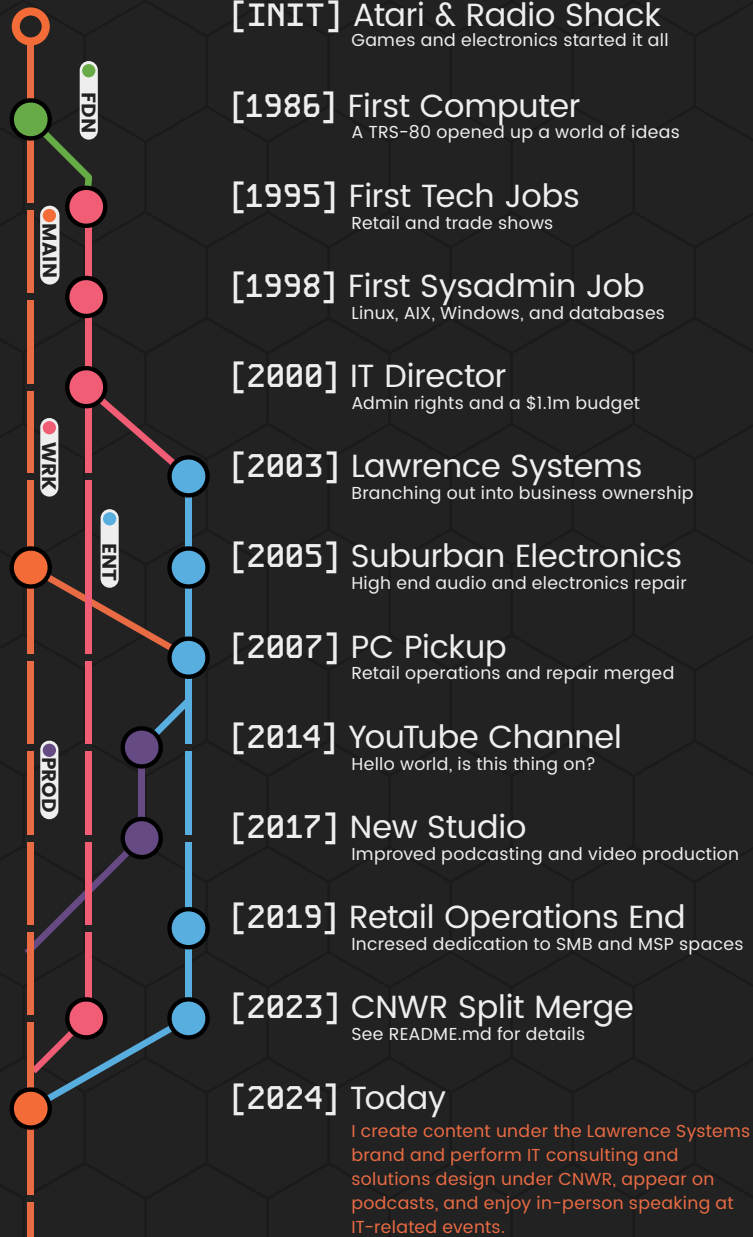
A new effort, our newsletter began at the beginning of 2024.

Informative and highly sharable

Technology news, resources, videos, industry events, and more keep IT professionals and decision makers in the know.

100% organic list

All subscribers signed up after discovering a form on our website and are looking for exactly the type of content we send monthly.



Accrued knowledge backed by a well-known journey and impactful content - at your next event

When I'm not in front of the camera, I enjoy participating in IT industry conferences and events.

Conferences

Put me on a stage and I'll share my knowledge, navigate trends, and even show how my content is produced.

Internal team building

From managing and owning an MSP to mergers, I can inspire your team with practical, experienced-based storytelling.

Discussion moderation

Productive moderation of technical discussion leads to better solutions for today and tomorrow.

Hands-on live demos

Make practical solutions accessible and relevant to your target markets through transparent demonstration.

Video Sponsorship

30-60s ad reads

Ad reads up to 30 seconds are presented at the beginning of a video, 30+ are broken into 2 parts.

Explainer videos

Sponsor videos designed to explain notable IT events to our audience and the general public.

Product Team Interviews

Showcase the team behind your products and services to build trust with your target markets.

Tech Facility Tours

Provide a unique view of the facilities that power businesses around the globe, presented by a trusted expert known for network engineering.

Channel Sponsorship

Logo on channel banner

Place your logo above the fold of a YouTube channel with over 335,000+ subscribers

Channel intro thanks

Be a part of our monthly channel intro video, automatically displayed to all new channel visitors.

Closing sequences

Include your branding in the sponsor thanks section of our new video closing sequences, creating persistent brand touchpoints.

Live stream thanks

Sponsors of our YouTube channel are recognized during our VLOG Thursdays live stream, watched by hundreds in real-time.

Newsletter Sponsorship

Integrated messaging

We work with your team to integrate impactful messaging for your brand into our monthly themes.

Showcase your team

Share news about the team that builds your offerings, giving insights that keep your brand top-of-mind.

Guaranteed placements

Priority placement of content associated with your brand gets you noticed.

Conditional placements

Additional placement opportunities based on other sponsorships increase mentions and exposure of your brand.

CONTACT

Bookings, media inquiries, product reviews, etc.

[EMAIL] tom@lawrencsystems.com

Have an idea or want me to speak at an upcoming event? Let's chat!

[EMAIL] matt@lawrencsystems.com

Need branding assets, have a question about how we produce content, or something else? Reach out to Matt Fox and he'll take care of you.

[YOUTUBE] [@LAWRENCESYSTEMS](https://www.youtube.com/@LAWRENCESYSTEMS)

[TWITTER] [@TomLawrenceTech](https://twitter.com/TomLawrenceTech)

[LNKD-IN] [in/lawrencsystems](https://www.linkedin.com/company/lawrencsystems)

Be a part of what's next

Collaboration leads to innovation, and we love working with our sponsors to create experiences that benefit all who are involved.

Website

Site sponsorships

Place your brand next to content created by experts who are obsessed with technology and value IT learning.

ROS options available.

Forum

IAB standard ad units

Simple, impactful placements among forum content expose your brand to thousands daily.

Discord

Increased interaction

Delivery of exclusive items to discord members (including YouTube member-only channels,) contests, and other opportunities for direct audience engagement.

Newsletter

Automation

Automated newsletter sends, dynamically pulled forum feeds, and topical segmentation.