

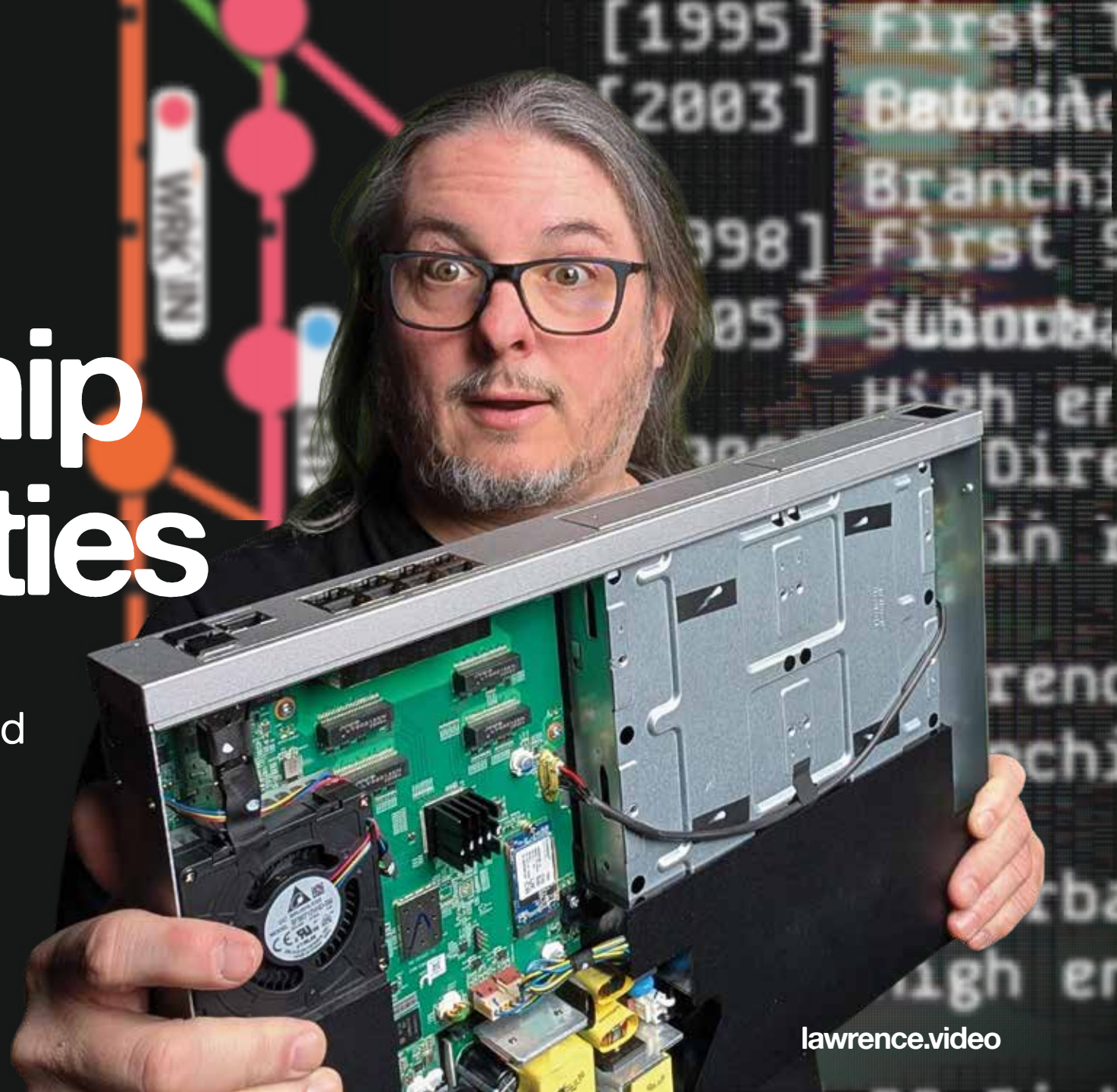


Sponsorship Opportunities

Translating complex technology and security topics into engaging content - and targeted visibility for your brand.

Q1 2026

lawrence.video



Connect with Hundreds of Thousands of IT Professionals and Homelab Enthusiasts

Lawrence Systems is more than a YouTube channel. We're a **trusted resource for IT professionals**, MSPs, cybersecurity experts, and homelab enthusiasts who rely on our **content to make real-world decisions**.

Our influence is built on technical **depth**, **transparency**, and **community trust**. Through our sponsorship program, your brand taps into that foundation.

Whether you're building awareness, educating the market, or supporting the IT ecosystem, we offer flexible, **high-impact options** that align with how professionals research, evaluate, and adopt technology.

Sponsorship doesn't just support our work - it places your brand in context, with an audience that values **clarity and results**.

387K

Channel subscribers

76MM

Plus views on channel content

39%

US-based subscriber base

925K

Plus unique viewers in Q3 2025

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

Subscriber Age Groups

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

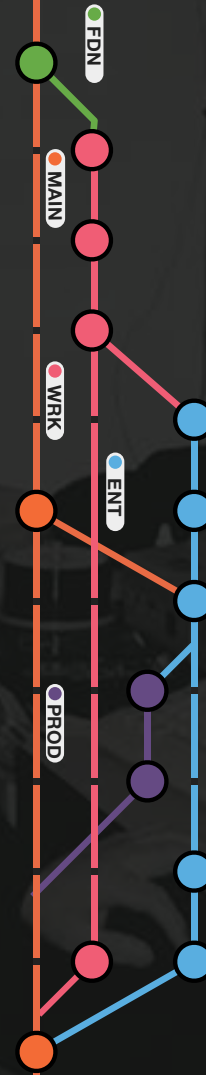


A Trusted Source of in-depth and Experiential IT Learning

Founded in 2003 by Tom Lawrence, Lawrence Systems has grown from a small technology consultancy into a **trusted name in IT and cybersecurity content**.

Built on honest insight, technical clarity, and a **deep commitment to empowering professionals**, the channel has become a go-to resource across the industry.

Today, Lawrence Systems serves a growing audience across YouTube, social platforms, and community spaces with a clear mission: go bigger, go broader, and continue **delivering value** to the professionals and vendors **shaping the future of IT**.



- [INIT] Atari & Radio Shack Games and electronics started it all
- [1986] First Computer A TRS-80 opened up a world of ideas
- [1995] First Tech Jobs Retail and trade shows
- [1998] First Sysadmin Job Linux, AIX, Windows, and databases
- [2000] IT Director Admin rights and a \$1.1m budget
- [2003] Lawrence Systems Branching out into business ownership
- [2005] Suburban Electronics High end audio and electronics repair
- [2007] PC Pickup Retail operations and repair merged
- [2014] YouTube Channel Hello world, is this thing on?
- [2017] New Studio Improved podcasting and video production
- [2019] Retail Operations End Increased dedication to SMB and MSP spaces
- [2023] CNWR Split Merge I returned to independent projects in 2025
- [2026] Today I create content under the Lawrence Systems brand and perform IT consulting and solutions design under CNWR appear on podcasts, and enjoy in-person speaking at IT-related events.



Impactful and Targeted Brand Visibility on Your Terms

À la carte sponsorship options designed for **focused impact and flexible execution**.

Offerings are built for demand generation teams that need **precise timing, clear deliverables**, and full control over where and how they appear.

Whether you're supporting a specific campaign, launching a feature, or testing new messaging, these options let you **engage with our audience in a way that fits your current objectives**.

You get direct access to the same trusted platform and engaged viewership - paired with the ability to select your content, timing, and level of integration. It's sponsorship without commitment, **built for agility** and aligned with how modern campaigns run.

Videos

Dedicated and integrated advertisements

- 30-60s dedicated ad reads
- Content integrations where real-world use cases exist
- Explainer videos
- Product team interviews and tours

À la Carte Options

Preroll Ad Read (30s)

\$7,000.00

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INSTAGRAM
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