



## What is Battle Order?

We are an educational platform and YouTube channel that covers military history and science. Our goal is to make the complex easy to understand through high quality multimedia content. We endeavour to create a community of thinkers who can view sensationalized topics through an academic lens. We provide value far and wide, from wargamers looking to make their play more immersive to warfighters who need to know how their allies and rivals fight.

## Our Video Performance (2021)

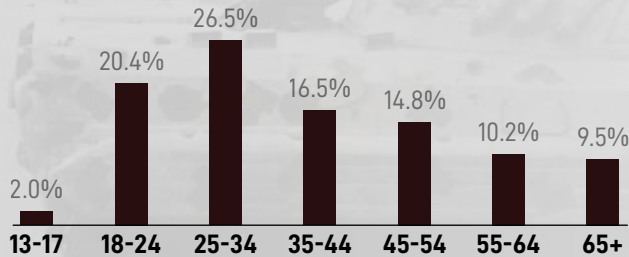
- ▶ 107,000 Views per New Video After 30 Days
- ▶ 4.8% Clickthrough Rate on Calls to Action
- ▶ 232 Comments per New Video
- ▶ 4,100 Likes per New Video (98.3% Like Rate)
- ▶ 5m 50s Average View Duration
- ▶ 8,835 Total Shares

## Our YouTube Audience

- ▶ 96.5% Male



- ▶ Predominantly 18-44 Years Old



- ▶ Multinational & English-Speaking

United States	49.6%
CA/AUS/UK/NZ	14.7%
European Union	13.3%
ASEAN	7.9%
Other	14.5%

- ▶ Plays War Games (Strategy, Sims, Shooters)

## Sponsorship Packages

- ▶ **Dedicated Video** **\$5,000**
  - Tailormade video collaboration
  - 1 article on website
  - 2 Instagram Story posts (1 on product & 1 on video)
  - Instagram bio link for 7 days
  - YouTube description link above the fold
- ▶ **45-60 sec Promotion** **\$2,500**
  - Cumulative mention in-video with video topic aligning to the product. Includes personal product experience.
  - 2 Instagram Story posts (1 on product & 1 on video)
  - YouTube description link above the fold
- ▶ **15-30 sec Promotion** **\$1,400**
  - Cumulative mention in-video
  - YouTube description link above the fold