OFFICIAL MEDIA KIT / 2026

DADS, FRIENDS & TEQUILA

Real talk about dadhood, friendship, faith, hoops, tequila - and the comedy in between.



Hosted by JR, Dominic & Jeremy

Host spotlight: JR Miles, Dad of 4

Dallas, Texas

For brand partnerships, guest opportunities, sponsored segments, social collaborations, and live conversations.

THE SHOW

A real room for honest dad talk.

“Come for the laughs. Stay for the truth.”

Dads, Friends & Tequila brings three friends to the mic for candid conversations about showing up for family, growing through faith, staying connected to your people, and finding the humor in everyday life.

The tone is conversational, direct, and relatable. Serious topics can sit next to sports debates, ridiculous hypotheticals, and the kind of stories that only come out when friends settle in and talk without a script.

SHOW DNA

Dadhood, without the highlight reel

Parenting wins, hard lessons, everyday pressure, and what it means to stay present.

Faith with lived experience

Growth, accountability, purpose, and the values that shape life at home.

Hoops and friendly heat

Sports talk with personality, opinions, and the energy of a group chat.

Tequila and good stories

A relaxed backdrop for connection, discovery, and memorable conversation.

Comedy built for sharing

Fast hooks, familiar situations, and two-dad chemistry that travels to short-form video.

JR Miles
Host / Dad of 4 / Dallas

Dominic
Co-host

Jeremy
Co-host

CONTENT FORMATS

The conversation keeps moving after the episode ends.

Recurring bits and social-native comedy give partners more than one way to join the world of the show.

01

“Tequila Makes Me Cry”

A personality-first recurring bit built around reactions, stories, vulnerability, and the unpredictable honesty that a good pour can unlock.

02

“Would You Rather”

Quick, debate-ready questions designed to spark strong opinions, funny answers, audience replies, and highly shareable clips.

03

Two-Dad Mini Skits

Short buddy-comedy scenes built around recognizable dad situations, rapid back-and-forth, and an “us versus the problem” dynamic.

04

Long-Form Conversation

The core podcast format: space for stories, reflection, humor, friendship, and deeper discussions that need more than a caption.

CONTENT ENGINE

One authentic conversation can support a full episode, native social clips, debate prompts, quote-led posts, and sponsor-integrated comedy without changing the show’s voice.

AUDIENCE POSITIONING

The best-fit listener wants recognition, not perfection.

The show is positioned for adults balancing family, friendship, work, belief, and the need to laugh through all of it.

25-44

CORE AUDIENCE FIT

Dads in the thick of it

Men navigating young families, changing identities, packed schedules, and the daily work of being present.

Dad life · Family · Growth

Sports-first conversationalists

Fans who enjoy hoops, strong takes, friendly arguments, and content that feels like the best part of a group chat.

Hoops · Culture · Debate

Tequila and lifestyle crowd

Legal-age listeners drawn to discovery, taste, occasion, friendship, and the stories shared around a pour.

Tequila · Lifestyle · Social

WHAT CONNECTS

- Humor rooted in real family life
- Honest conversations about values and growth
- Friendship and community among men
- Sports, culture, and conversational energy
- Products that fit naturally into everyday routines

WHERE THE BRAND LIVES

Spotify · Instagram · YouTube

Full episodes establish trust. Social clips, questions, and skits create repeat touchpoints and invite audience participation.

Current platform analytics and campaign scope can be shared during partnership planning.

AUDIENCE & STATS

Real traction across podcast and video.

Creator analytics snapshots
shared September 28, 2026

Podcast downloads

PERFORMANCE BY PERIOD

822	509	51	18
All-time downloads	Last 90 days (up 183%)	Last 28 days	Last 7 days (up 80%)

48	2/day	13/week	~52
This month so far	Average pace	Average pace	Average per 28 days

TREND CONTEXT The show saw a big spike in summer 2026. Current performance is below that peak, and the team is rebuilding momentum.

YouTube channel

ALL-TIME UNLESS NOTED

74	971	101	10	27	16
Subscribers	Views	Likes	Comments	Shares	Views, last 7 days

INSTAGRAM / AUG 29-SEP 27

55.4K views

23 posts +3 followers

Strong view volume from consistent posting. The growth opportunity is converting more of those views into followers.

FEATURED VIDEOS

Built to earn the click - and hold the conversation.

A mix of full conversations, personality-led tequila content, and short-form moments from the YouTube channel.



01 We Remember, The Days Are Long and the Years Are Short.



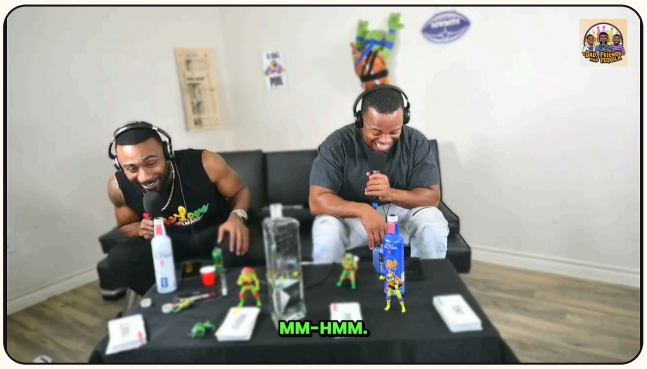
02 The Essence of Fatherhood



03 Dad Chronicles with a Shot of Tequila



04 Dads, Friends, and Tequila The Ultimate Hangout



05 Tequila with J.R and Dominic

PARTNERSHIP OPPORTUNITIES

Join the conversation without interrupting it.

Flexible concepts. Natural host voice. Built around the partner's goal and the audience experience.

01

Host-Read Partnership

A conversational brand message delivered in the show's natural tone and placed within an episode.

Can include
opening or mid-show placement
custom talking points
call to action

02

Recurring Segment Sponsor

Own a repeatable moment around "Tequila Makes Me Cry," "Would You Rather," or a custom recurring idea.

Can include
verbal naming
visual mention
multi-episode run

03

Social Clip Package

Extend a partnership through native short-form content shaped for the show's Instagram and YouTube audiences.

Can include
episode excerpt
caption integration
brand tag and CTA

04

Custom Two-Dad Sketch

Build the product or campaign idea into a relatable dadhood scenario while protecting the comedy first.

Can include
custom concept
native video
usage discussion

05

Guest or Live Conversation

Bring a founder, expert, athlete, creator, or community voice into a focused conversation with the hosts.

Can include
guest interview
event appearance
co-promoted clips

Partnerships are reviewed for fit. Alcohol-related collaborations are intended for legal-age audiences and can include appropriate responsible-use language. Deliverables, timing, usage rights, and pricing are confirmed per campaign.

LET'S WORK TOGETHER

Build something people will actually remember.

For sponsorships, guest opportunities, product integrations, custom comedy, and Dallas-area collaborations.



BUSINESS CONTACT EMAIL

Dadsfriendstequila@gmail.com

LISTEN	**Spotify - Dads Friends and Tequila**
INSTAGRAM	**@dadsfriendstequilapodcast**
BASED IN	**Dallas, Texas**

When reaching out, include the brand, campaign goal, desired timing, proposed deliverables, and budget range.