



PARTNER KIT · FALL 2026

Put your brand on the frequency.

Product placement and sponsorship on a live
Friday morning show from Brooklyn.

FRIDAYS 9:30AM-1PM ET · LIVE ON YOUTUBE + INSTAGRAM

Brooklyn's live Friday morning.

Frequency Friday is a live morning show, streamed every Friday from Summit 68 in Brooklyn. Host Taylor brings creators, chefs, musicians and makers to one table for three and a half hours of food, music, conversation and community.

WHEN Fridays, 9:30am–1pm ET

WHERE Live on YouTube + Instagram

WHO Host Taylor • Exec producer Brandon



Every segment is a stage for a brand.

Three and a half hours, one set. These are the moments partners plug into.

01	02	03	04	05	06
<i>Morning Fuel</i>	<i>Flowers</i>	<i>Global Breath Sync</i>	<i>Comedy</i>	<i>Guest Chef Kitchen</i>	<i>Music + DJ</i>
The first bite and sip of the day, on the desk.	Fresh arrangements styled on set.	One guided breath, shared with everyone watching.	A laugh break between the big moments.	A guest chef cooks live. The recipe goes in the cookbook.	Live sets from our resident, DJ Price. A Friday staple.
FITS Food · drink · coffee	FITS Florals · home · lifestyle	FITS Wellness · apps	FITS Entertainment · events	FITS Food · kitchen · spirits	FITS The soundtrack to every placement

Ten broadcasts in.

47.9K

YOUTUBE VIEWS

30.7

HOURS STREAMED LIVE

10

LIVE BROADCASTS

INSTAGRAM
Last 30 days

2,778

VIEWS

806

VIEWERS

Measured October 8, 2026, across @frequencyfriday on YouTube and @frequencyfriday.nyc on Instagram.

Brands in the room.

Our founding partners. Their time on the show shaped the packages that follow.

PROTEIN BARS

BOLD Bar

Seen in: Morning Fuel

JAZMIN'S BOUQUETS

Flora Jaz

Seen in: Flowers on set

BREATH APP

Coherence

Seen in: Global Breath Sync

PLANT SPRAY

Nature's Fuel

Seen in: On set

DRINKS

Rocco on the Rocks

Seen in: On the desk

CHEF PAUL

The Rogue Panda

Seen in: Guest Chef Kitchen

NEW • THE COOKBOOK

Every recipe builds the list.

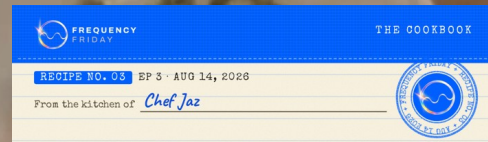
The Frequency Friday Cookbook is live at frequencyfriday.nyc/cookbook. Every guest chef's recipe gets a QR card shown on air. Viewers scan, leave their email, and cook along.

ON THE SHELF

Carbonara · Pear Sangria · Bruschetta · Lo Mein · Chicken Noodle Soup · Stuffing

PARTNER HOOK

A sponsored recipe card or cookbook page: your brand on the card shown on air and on the page people save.



Pantry Pasta Carbonara

YOU'LL NEED

- ☐ 4 Egg yolks
- ☐ Prosciutto (or bacon)
- ☐ Spaghetti
- ☐ Cheese, grated
- ☐ Black pepper, freshly ground
- ☐ Salt
- ☐ Starchy pasta water, saved from the pot

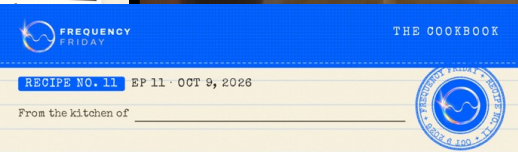
HOW WE MAKE IT

- Bring a big pot of water to a real boil. It should jacuzzi; a few gentle bubbles is only a simmer.
- Start the prosciutto in a cold pan so the fat renders its own fat. Lift it out onto a paper-towel-lined plate when it's done.
- Separate four egg yolks. Grate the cheese.
- Cook about half the package of spaghetti (maybe a 1/2 lb). Don't overcook it.
- Save the starchy pasta water before you drain.
- Move the pasta into the pan with the prosciutto fat and fresh black pepper so it toasts.
- Chop the prosciutto smaller and toss it back in.
- Work in the yolks, cheese and splashes of pasta water (burner at "two") so the eggs don't scramble. Turn to thicken the sauce until it coats the noodles.
- Plate it and top with more cheese, more pepper and...

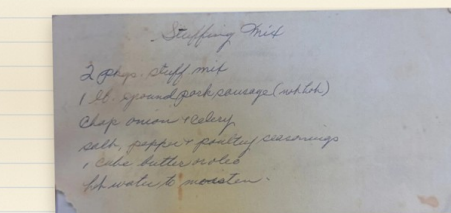
Scan for the recipe and the moment on the show
ff-recipes.sites.tab.bot/carbonara

@frequencyfriday.nyc

FRIDAYS



Stuffing Mix



YOU'LL NEED

- ☐ 2 pkgs Stuffing mix
- ☐ 1 lb Ground pork sausage (not hot)
- ☐ Onion + celery, chopped
- ☐ Salt, pepper + poultry seasoning
- ☐ 1 cube Butter or oleo
- ☐ Hot water, to moisten

HOW WE MAKE IT

Made live on Frequency Friday, Oct 9, 2026. Steps go up after the show.

Scan for the recipe and how we make it on the show
ff-recipes.sites.tab.bot/stuffing

@frequencyfriday.nyc

FRIDAYS 9:30-1 ET BROOKLYN

The show now lives past Friday.

NEWSLETTER

The Frequency



Our newsletter is live at frequencyfriday.beehiiv.com, written for the people who watch, cook along and come back every Friday.

PARTNER HOOK

A partner mention in an issue, or a featured spot.

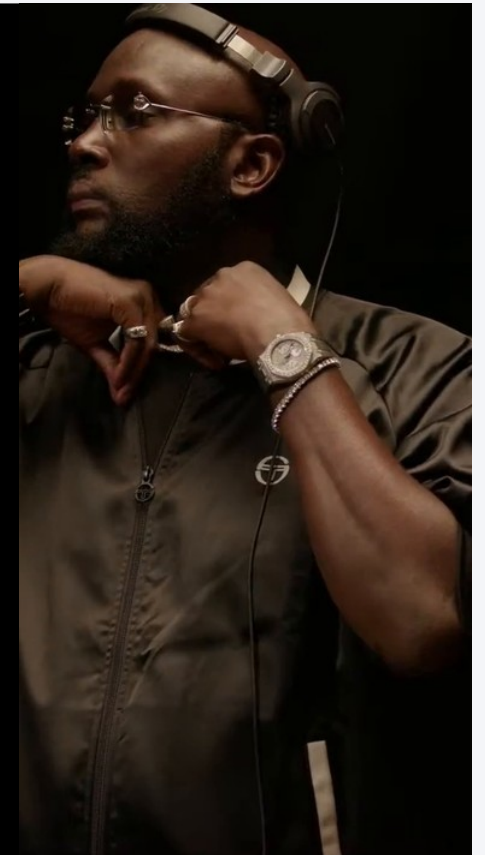
DJ RESIDENCY

DJ Price, in residence

Price is a staple of the show. His live sets are part of who we are every Friday.

THE SOUND OF FRIDAY

His set is his. It's the vibe every partner gets to live in.



Where your brand shows up.

ON AIR	Your product on set, with a live host mention.
THE FRIDGE	Your flyer on the kitchen fridge, in the shot all show.
NEW	
SEGMENTS	Morning Fuel, Flowers, the Breath Sync or the Kitchen, presented by you.
COOKBOOK	A sponsored recipe card shown on air, and a page in the cookbook.
NEWSLETTER	A mention or featured spot in The Frequency.
SOCIAL	Posts on @frequencyfriday.nyc, plus your 5+ clips.



The Fridge, live all show

5+ CLIPS,
MINIMUM

Every partner gets 5+ short-form clips. Count and length follow the segment: morning is short, conversations run longer, the chef segment is its own format.

Three ways to partner.

GET ON SET

Show Partner

\$ _____ PRICE TBD

- Product on set for an episode
- Host mention on air
- Tag in our Instagram post
- 5+ clips made for you

OWN A MOMENT

Featured Partner

\$ _____ PRICE TBD

- Everything in Show Partner
- A segment, presented by you
- Your flyer on The Fridge
- Sponsored recipe card or page
- Mention in The Frequency

PRESENT THE SHOW

Presenting Partner

\$ _____ PRICE TBD

- Everything in Featured Partner
- The episode, presented by you
- Named at the show open and close
- Featured spot in The Frequency
- A dedicated social post
- Priority clips

The more Fridays, the deeper the story.

Any package can run for one episode or many. Pick your run.

1 Episode One Friday to try us out \$ _____ PRICE TBD	5 Episodes A run that builds recognition \$ _____ PRICE TBD	10 Episodes A season-long presence \$ _____ PRICE TBD	Quarter Every Friday for a quarter \$ _____ PRICE TBD
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YOUR BRAND, OUR WAY

Tell us your story.

Send us fun facts and the story behind your brand, and we work you into the show in our own way, across segments. Picture a homemade take on your protein bar in the chef segment.



Or pick a single seat.

Try us out on one Friday, or add to any package.

On-air placement

Product on set + host mention

\$ _____ PRICE TBD

Segment sponsor

One segment, presented by you

\$ _____ PRICE TBD

Recipe card

Your brand on a cookbook QR card

\$ _____ PRICE TBD

Newsletter mention

A spot in The Frequency

\$ _____ PRICE TBD

Social post

A post on @frequencyfriday.nyc

\$ _____ PRICE TBD

The Fridge

Your flyer on the kitchen fridge

\$ _____ PRICE TBD

Easy to say yes.

01

Pick your seat

Choose a package or a single placement, and the Friday you want.

02

Shape the moment

Send product, fun facts and your story. We build the moment around it with you.

03

Go live

Your brand is on air from 9:30am. You get the replay link and posts to share.



Let's find your frequency.

EMAIL frequencyfridaynyc@gmail.com

WEB frequencyfriday.nyc

INSTAGRAM [@frequencyfriday.nyc](https://www.instagram.com/frequencyfriday.nyc)

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

Seek. Explore. Create.

