Open Mat Tap Room FREE BJJ ON TAP

SPONSOR MEDIA KIT PRE-LAUNCH EDITION · OCTOBER 2026 · OPENMATTAPROOM.COM

The best free BJJ instructionals, curated and on tap.

Open Mat Tap Room picks the best free Brazilian Jiu-Jitsu instruction on YouTube and organizes it by position, attack/defense and belt level. Every video is embedded from its creator and credited and linked back to them. Readers also get a **"Gyms near you"** finder and **The Tap List**, a 5-minute newsletter that goes out every Thursday.

Who's watching

- Hobbyist grapplers, white belt through black, Gi and No-Gi
- Beginners searching "how do I escape mount?"
- **Aging Grapplers (40+)**: an underserved, high-intent niche
- Coaches and gym owners looking for teaching material

Why it converts

- Visitors arrive looking for a specific technique, which is the moment they're most likely to buy gear and courses
- Category targeting, e.g. Leg Locks, Guard, Takedowns
- Local intent: people book trial classes through the gym module
- A brand-safe editorial environment that credits creators

What we curate

Top Attacks · Guard · Side Control · Mount · Back · Leg Locks · Takedowns · Defense/Escapes · Aging 40+

Every video is reviewed by an editor before it goes live, and every summary is written in our own words.

Launch targets PROJECTED, NOT ACTUALS

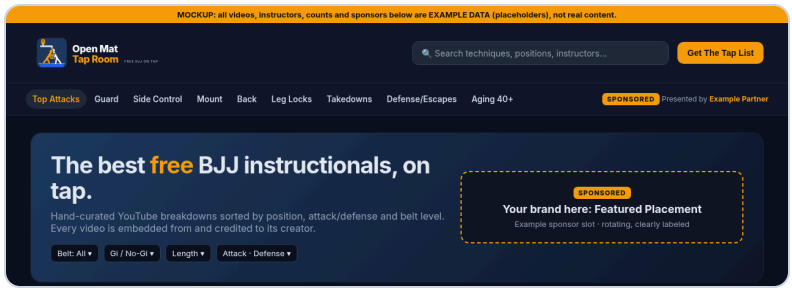
We haven't launched yet, so we have no traffic history to show. These are our internal goals, not guarantees. From day one, sponsors get real monthly reports of impressions, clicks and newsletter opens.

METRIC (TARGET, EST.)	DAY 30	DAY 60	DAY 90
The Tap List subscribers	500	2,000	5,000
Curated free videos live	300–500	growing	1,000+
Gym directory listings	~200 (10 metros)	500	1,500 (50 metros)
Monthly site visitors	n/a (soft launch)	building	10,000

PLACEMENTS

Where your brand shows up

The screenshots are from our design mockup. Every video, instructor and sponsor shown is **example data**. Every paid unit carries a visible **SPONSORED** label.



① Homepage & Trending Feature

A hero "Featured Placement" banner plus a **Sponsored** card in slot #3 on the homepage and Trending page. It rotates among **at most 2 sponsors**.

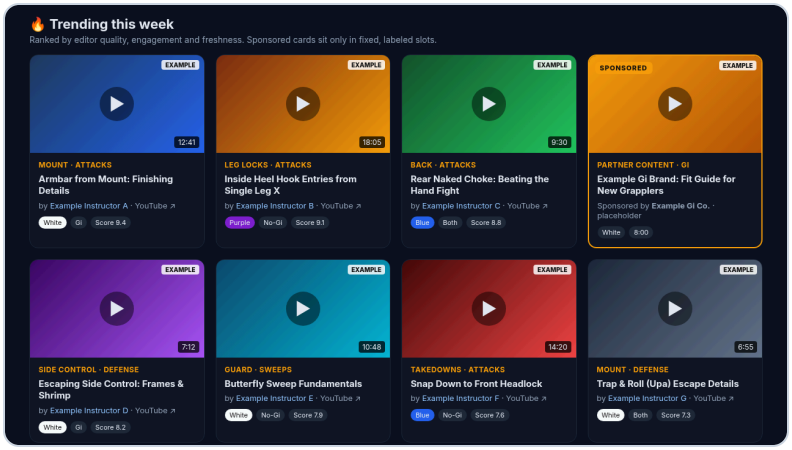
② Site-wide "Presented by"

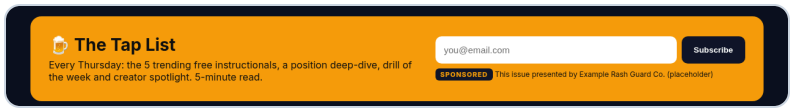
Top-nav credit on every page, shown at top right of the mockup. Exclusive to one Presenting Partner.

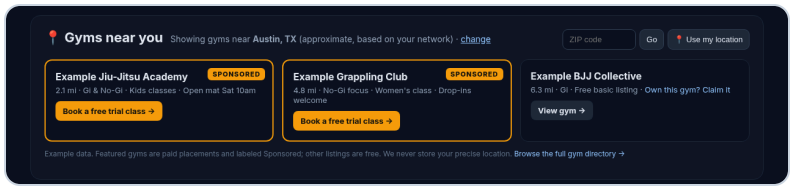
③ Category Sponsor

"**Leg Locks presented by** *Your Brand*." A banner on the category hub and its sub-pages, plus one pinned **Sponsored** card per page in fixed slot #2.

Example: a gi brand's "Fit Guide for New Grapplers" card sits in the Gi / White-belt lists, clearly labeled. The highlighted card at right shows how it looks.







④ The Tap List (newsletter)

Sent every Thursday at 7 AM ET. Units are the **Primary** top slot (logo, 50–80 words, CTA), a **Classified** (1–2 lines), and a **Dedicated Send** (max 1/month). All are labeled "Sponsored" or "Presented by."

⑤ Gyms near you TRACK A

A local, location-targeted module for independent academies: up to 3 labeled featured gyms per metro, plus a "Book a free trial class" CTA. We never store precise user location.

Our ranking rule (published on the site)

Sponsored cards go only in **fixed, labeled slots** (#2 and #7 on any list) and never appear more than once per screen. Every other slot is filled strictly by organic score, and the **#1 organic result is never displaced**. Sponsored videos must clear the same editorial quality bar as everything else. A sponsor whose content scores below 6/10 keeps its banner but gets no pinned card.

RATES

Founding brand sponsors

For gear, apparel, rash guard and supplement brands, apps, multi-location chains, and paid-instruction platforms or marketplaces. All prices in USD.

FOUNDING BRAND OFFER

60 days free

then $200/mo locked

Founding brand sponsors: 60 days free, then a locked founding rate of $200/mo. Includes a category hub or homepage spot plus a newsletter mention, clearly labeled, with monthly click and impression reports. Limited founding spots. Contact partners@openmattaproom.com.

Commanditaires fondateurs : 60 jours gratuits, puis un tarif fondateur verrouillé de 200 $/mois. Inclut une catégorie ou la page d'accueil et une mention dans l'infolettre, clairement identifiées, avec rapports mensuels de clics et d'impressions. Places limitées. Écrivez à partners@openmattaproom.com.

Commercial brands can't buy Track A tiers.

Track A: small budgets INDEPENDENT GYMS & CREATORS

This track is for independent academies (1–2 locations) and individual instructors or creators. These prices stay flat, and that's our promise to the community.

TIER	INCLUDED	PRICE (EST.)
Free Gym Listing	Claimable directory listing	**$0**
Local Gym Featured	Sponsored spot in "Gyms near you," trial CTA, monthly click report. Max 3 per metro	**$19 / $29 / $39 per mo** **small / mid / major metro**
Creator Boost	Video pinned in a labeled slot on its category page (must pass our quality bar)	**$10/video (7 days) · $25/mo**
Community Classified	1-line mention in The Tap List: open mat, seminar or course	**$20/issue**
Performance option	Gyms pay per booked trial class. Creators pay a rev share on tracked sales	**$10/trial · 20–30% rev share**

Founding members (first 100 gyms and first 50 creators) get 50% off for 6 months, then the price is locked for 12 months. Annual prepay gets 2 months free.

TRUST

Our FTC labeling promise

SPONSORED on every paid unit

Every paid placement carries a visible "Sponsored" label right next to it, never hidden in a footer. Newsletter ads are labeled "Sponsored" or "Presented by."

Affiliate disclosure first

Affiliate links carry a "We may earn a commission" disclosure that sits **before** the links, following FTC Endorsement Guides practice.

Editorial is never for sale

Sponsors go in fixed, labeled slots and the #1 organic result is never displaced. EDITOR'S PICK · NOT SPONSORED labels are unpaid and can't be bought.

Creator-first, privacy-first

We embed only through the official YouTube player and never rehost. Creators are always credited, and we handle takedowns within 48 hours. Location is approximate (metro-level) and never stored precisely.

How to book

1

Pick your placement and category (or a bundle). We'll confirm availability and your founding rate.

2

Send your creative: logo, 50–80 words, CTA URL. We add UTMs and check it against our quality bar.

3

Pay via Stripe invoice. You get a monthly report of impressions, clicks and opens.

CONTACT

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partners@openmattaproom.com · openmattaproom.com

Placeholder details. The domain and inbox aren't live yet.

Open Mat Tap Room
FREE BJJ ON TAP

openmattaproom.com (launching soon) · Newsletter: The Tap List, every Thursday · Handles: @openmattaproom