



PARTNERSHIP DECK

“WHAT’S THE RUSCH”

What’s the Rusch is a podcast about finding stillness and shedding the armor we wear to reveal the masterpiece within. Hosted by Rebecca Rusch—a seven-time world champion, Hall of Fame athlete, celebrated endurance icon, Emmy winner, and founder of the Athlete Operating System—the show takes listeners on a transformative journey with some of the world’s most accomplished individuals. Known as the "Queen of Pain" for her unmatched grit, Rebecca shifts the spotlight to a deeper truth: the most profound growth often comes not from what we achieve, but from what we let go of.

Inspired by Michelangelo’s insight in creating the statue of David by chiseling away everything that wasn’t David, Rebecca champions the art of shedding: shedding fear, baggage, and the armor we build to protect ourselves. Each episode delves behind the scenes of high achievers, exploring what they’ve had to lose to become whole. What identities have they outgrown? What vulnerabilities have unlocked their greatest triumphs? And what lessons can we take from their private battles to shed what no longer serves us?

With conversations navigating ancient wisdom, modern science, and personal revelation, What’s the Rusch redefines the boxes we’re put in, revealing the hidden versions of who people are and the powerful truths they carry. Rebecca’s own path—marked by extreme challenges and moments of vulnerability—sets the tone for uncovering the humanity behind the headlines.

This is more than a podcast—it’s an explorer’s guide to becoming your own masterpiece by pausing and removing everything that isn’t you. Through the stories of leaders you know and the truths you don’t, What’s the Rusch invites you to embrace the courage to shed your armor, redefine your identity, and navigate your own extraordinary and adventurous path.

WATCH THE TRAILER



SAMPLE OF GUESTS

Guests are experts in the fields of human performance, neuroscience, spirituality, outdoors, sports, and high-performing leaders. Current sample of guests and their reach:

<u>Guest</u>	<u>Audience Size</u>	<u>Expertise</u>
<u>Chris Burkard</u>	+ 6 Million	Explorer, Photographer, Director, Author
<u>Juliet & Kelly Starrett</u>	+1.3 Million	Founders of <u>The Ready State</u> , NY Best-Selling Authors of <u>Built to Move</u>
<u>Gabby Reece</u>	+500K	Podcast Host, Speaker, Author, Athlete
<u>Michael Gervais</u>	+100K	High-Performance Psychologist, Founder of <u>Finding Mastery</u>
<u>Cory Richards</u>	+1 million	Photographer, Filmmaker, Speaker
<u>Dr. Stacy Sims</u>	+1 Million	Exercise Physiologist, Cofounder of STSims Consultants
<u>Kimmy Fasani</u>	+80K	Pro Snowboarder, Mom, Cancer Survivor, <u>"Butterfly in a Blizzard"</u>
<u>Diana Nyad</u>	+500K	Swimmer, Speaker, Author, Advocate
<u>Chip Conley</u>	+700k	Modern Elder Academy (MEA) founder and New York Times bestselling author

THEMES EXPLORED



**Urgent Discovery
& Deep
Introspection**



**Endurance &
Connection**



**Resilience &
Trailblazing**



**Ancient Practices &
Modern Science**



**Navigation & the
Inner Compass**



TARGET AUDIENCE



Leadership & Business Development Enthusiasts: Listeners interested in leadership strategies and business growth, looking for practical advice and inspiration from successful leaders.



Personal Growth Enthusiasts: People passionate about self-improvement, seeking to better understand themselves and learn from the best in the world.



Creatives & Innovators: People who thrive on creativity and innovation, eager to explore how to harness their unique talents and ideas.



Fitness & Health Devotees: Individuals interested in maintaining a healthy lifestyle, keen on insights from athletes, scientists, and experts on physical and mental health.



Entrepreneurs: Those looking to build or grow their own businesses, interested in learning from leaders and creatives about navigating challenges and achieving success.



Mental Health Advocates: Those focused on mental well-being, interested in discussions on identity, authenticity, and overcoming personal challenges.



Cultural Explorers: Individuals curious about diverse experiences and perspectives, eager to learn from the stories and insights of a wide range of guests.



Wellness Seekers: Individuals focused on holistic well-being, interested in discussions that integrate physical, mental, and emotional health.



Adventure Seekers: Individuals inspired by stories of exploration and adventure, drawn to guests who push boundaries and embrace challenges.



Lifelong Learners: People with a passion for continuous learning, drawn to deep-dive conversations that expand their understanding of various topics



Mindfulness Practitioners: Individuals interested in mindfulness and self-awareness, seeking insights on living a more conscious and intentional life.



Reflective Thinkers: Those who enjoy deep, introspective conversations, exploring themes of identity, self-perception.

PARTNERSHIP OPPORTUNITY

FOUNDING PARTNERS - Limited to 3 Spaces

As a founding partner, you will have first access to the reach of our podcast as well as the audience of our initial guests estimated to reach over 20 million listeners.

\$5000 for 4 Episodes (limited 3 per episode)

- One 60 second brand ad: read by Rebecca or pre-recorded. To remain in perpetuity.
- Inclusion in all podcast social media for specific episodes
- Newsletter inclusion for each episode promotion: + 20k Subscribers
- Sponsor thank you in audio outros for each episode.
- Brand links & logos on the podcast website and YouTube (+70k Subscribers)
- Ability to share discount code.

***The production team is open to creative ways of partnering for the podcast.
Feel free to share other creative ideas.



PARTNER WITH US

For inquiries into partnering
with
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