

A stylized illustration of a sandwich. It features a green olive on a wooden skewer, positioned above a thick, orange-brown crust. The entire sandwich is enclosed within a hand-drawn, orange-brown outline that follows the shape of the sandwich.

SANDWICH DAD

Media Deck 2024

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13. CUBANO
Ham, pork, Swiss cheese,
pickles, mustard



14. MEATBALL SUB
Meatballs, marinara sauce,
mozzarella



15. CROQUE MONSIEUR
Ham, béchamel, Gruyère,
Dijon mustard



16. CROQUE MADAME
Ham, béchamel, Gruyère,
Dijon mustard, fried egg



17. REUBEN
Corned beef, Swiss cheese,
sauerkraut, Russian dressing



18. GYRO
Grilled meat, tomato, onion,
tzatziki



19. PO'BOY
Fried seafood, lettuce, tomato,
pickles, mayo, hot sauce



20. CAPRESE
Mozzarella, tomato, basil, olive
oil



32. FALAFEL PITA
Falafel, lettuce, tomato, onion,
cucumber, hummus



35. BOLOGNA
Bologna, mustard



38. BOCADILLO
Jamón, bread rubbed with cut
tomato

ABOUT SANDWICH DAD (JON OSTRANDER)

Sandwich Dad is Jon Ostrander. A geriatric millennial Canadian father of 3, with an insatiable love for sandwiches, and a voice from the golden age of radio. “Sandwich Dad” began as a blog in 2019 when Jon endeavored to document and explore his connection with sandwiches, their histories, their variations, and to share cheap and easy ways to make them at home with budget and time at front of mind.

These days Jon is still busy exploring exciting new, and classic sandwiches from around the world. He is also documenting little known regional sandwiches in his “Sandwiches of Canada” series, checking out fun new condiments on “Condiment Corner”, and showing off all the best sandwich spots around the country, especially in his hometown of Saskatoon SK.

Dad posts 2-4 videos per week to an engaged, and loyal fanbase, eager to try new things. He has experience leading campaigns for large national brands (ie: Demptser's , Millionnaires, etc.), and has been featured regularly on CBC, Exclaim!, LAD bible, North of Ordinary, and numerous podcasts and other local, and online media.



A wooden cutting board with two sandwiches. Each sandwich is made with a round, flatbread-like base, topped with a layer of white cream, slices of salmon, thin slices of red onion, and several green olives. The words "SANDWICH DAD" are written in a dark, hand-drawn font across the center of the board.

SANDWICH DAD

SERVICES

I offer a number of promotional services including product placement, dedicated ads, brand exclusivity, custom sandwich recipes, and more!

TYPES OF SPONSORSHIPS



PRODUCT PLACEMENT

Have a product that can be used to make an awesome sandwich? I'm In! Let me show it off in a video!

Try Pitch



DEDICATED ADS

Looking to advertise a specific new product, offer, or contest? Let Dad's golden voice tell 'em all about it!



BRAND EXCLUSIVITY

Do you have the best sandwich product on the market? The sandwich community needs to know! And Sandwich Dad only uses the best!



CUSTOM RECIPES

Whatever you've got, Sandwich Dad can absolutely make a unique and delicious Sandiwch out of it.



SERVICES INCLUDE

- FULL PRODUCTION PLANNING
- RAPID TURNAROUND
- BUILT IN AUDTIENCE
- DIRECT CONTACT WITH THE CREATOR

ANALYTICS

My brand has a loyal, dedicated, and engaged fanbase. The majority of which are between 25-45. This is a prime demographic for conversion to sale. I have great reputation of engaging with my followers on all comments, and in turn, my followers trust my recommendations for the products I promote.



TikTok

307K Followers

8.6M Views

66K Likes

2201 comments

3395 shares



Meta

(Facebook and Instagram)

72K/8K Followers

123K Post Reach

12K Engagement

RATES

Dedicated Ads:

TikTok Video - \$1200, Facebook/Instagram Reel - additional \$800

Includes: pitch, production, and creation of a sandwich video concept to your specifications for your product or campaign

Product Placement:

TikTok Video - \$1000, Facebook/Instagram video - additional \$500

I feature your product while making a sandwich, and say very nice things about it.

Exclusivity:

\$1000/ month (up to 3 months)

I only use your brand or product, shunning all of your competitors for a specified period.
(longer campaign subject to additional cost per month)

Custom Brand Sandwich:

TikTok Video - \$1500, Facebook/Instagram - additional \$800

I create a specialized sandwich recipe that reflects your brand, and makes your product shine!
(Recipe only - \$500)

CONTACT

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