



**MARK  
DARDEN**

**OCTOBER '20  
MEDIA KIT**



**BUCKEYE MUSCLE MEDIA, LLC**





## ABOUT

Mark Darden is an author and sports travel blogger from Columbus, Ohio and the Chief Content Creator for Buckeye Muscle Media, LLC. Since 2017, Mark has documented his sports travel adventures on his blog, buckeyemuscle.com. Originally from Cleveland, he is a life-long sports fan whose favorite teams are the Cleveland Browns, Cleveland Indians, Cleveland Cavaliers, and The Ohio State Buckeyes. Mark Darden is a self-published author who released his first book, IT'S GAME TIME FOLKS!: Quest for 30 in January 2019. It is a travelogue of his journey visiting all 30 MLB ballparks during the 2017 season.

## SOCIAL MEDIA STATS

- Instagram: 640+ Followers
- Facebook: 100+ Followers
- Twitter: 170+ Followers
- YouTube: 10+ Subscribers
- Average Posts per week: 3+

## SITE ANALYTICS

- 850+ Unique Visitors over lifetime of blog
- 500%+ increase of traffic from 2018 to 2019
- Average Posts per month: 2+
- Top Countries: United States, Canada, China
- Content Partner with Stadium Scene.TV



# EVENTS AND ATTRACTIONS ATTENDED 2015-PRESENT

## 2015

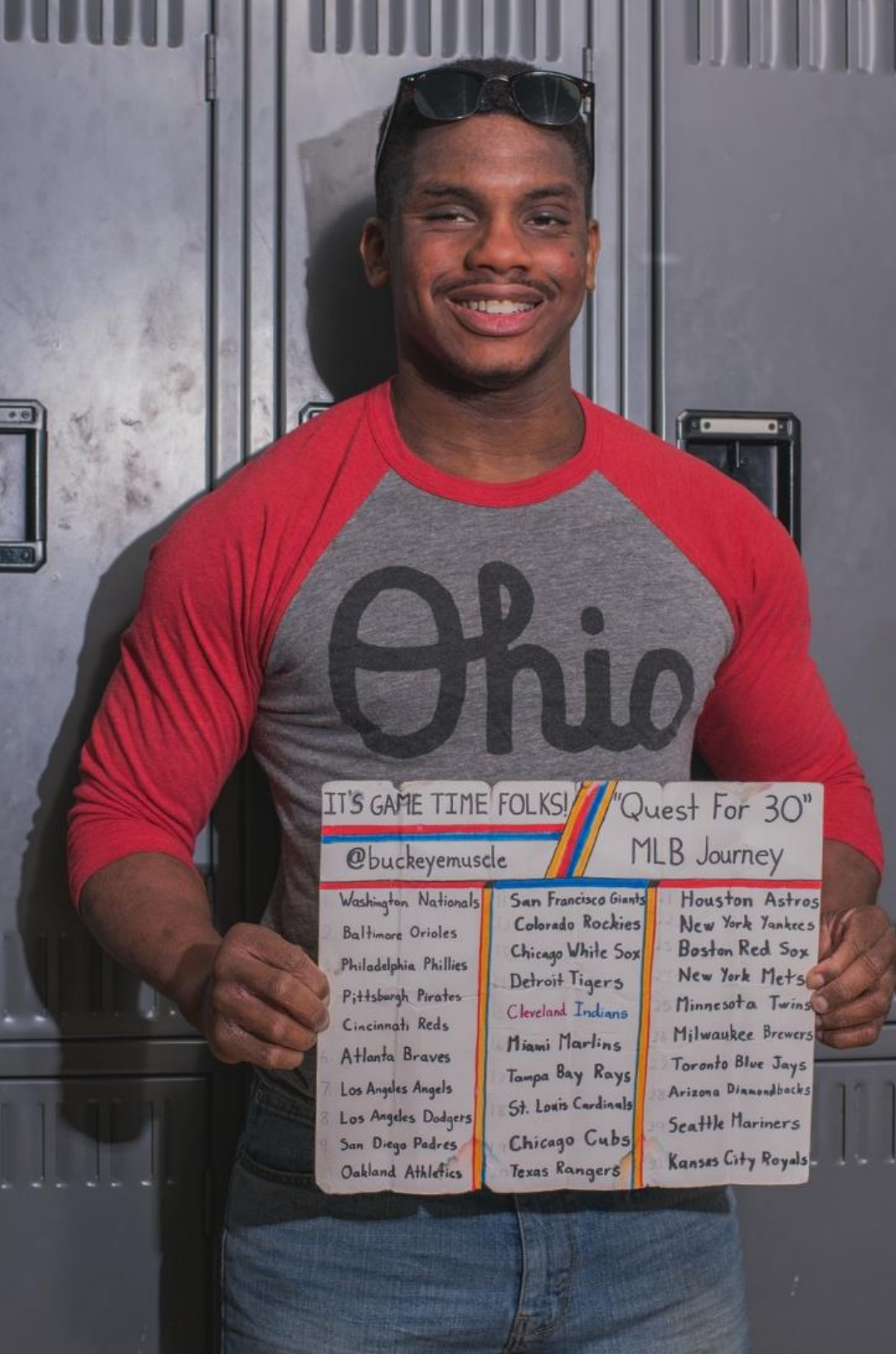
- WWE Monday Night Raw
- WWE NXT at Arnold Sports Festival
- WWE Money in the Bank PPV
- Pro Hockey Hall of Fame in Toronto

## 2016

- WWE Monday Night Raw (3 times)
- WWE NXT at Arnold Sports Festival
- WWE Hall of Fame Ceremony in Dallas
- WWE WrestleMania 32 in Dallas
- WWE Roadblock: End of the Line in Pittsburgh
- Cleveland Indians vs. Minnesota Twins
- Cleveland Browns vs. Chicago Bears (Preseason Game)
- Columbus Clippers vs. Gwinnett Braves (Governors' Cup Playoffs)
- Wembley Stadium Tour in London, United Kingdom
- Olympiastadion Berlin Tour in Berlin, Germany

## 2017

- All 30 MLB Ballparks throughout season
- Columbus Blue Jackets (3 times)
- WWE Monday Night Raw (2 times)
- College Football Hall of Fame
- St. Louis Cardinals Hall of Fame
- Columbus Crew SC vs. Toronto FC (Eastern Conference Finals)
- Ohio State Men's Basketball vs. Robert Morris Colonials
- Ohio State Women's Basketball vs. Dartmouth Big Green
- Pro Football Hall of Fame



# EVENTS AND ATTRACTIONS ATTENDED 2015-PRESENT



## 2018

- Honda Battle of the Bands
- NFC 103 MMA Event
- WWE Fastlane
- WWE Monday Night Raw (2 times)
- Cincinnati Reds vs. Atlanta Braves (Bob Ross Night)
- Cleveland Indians vs. Seattle Mariners
- Columbus Clippers vs. Indianapolis Indians
- 8 MLS Games (Columbus Crew SC, LAFC, LA Galaxy, Real Salt Lake, Colorado Rapids, Chicago Fire, Toronto FC, Philadelphia Union)
- Triple-A All Star Game (International League vs. Pacific Coast League)
- Triple-A National Championship (Memphis Redbirds vs. Durham Bulls)
- Big Ten Football Championship (Ohio State Buckeyes vs. Northwestern Wildcats)

## 2019

- Big Ten Super Saturday at Madison Square Garden
- Big Ten Men's Basketball Championship
- NFL Draft in Nashville
- WWE SmackDown Live
- 103<sup>rd</sup> Indianapolis 500
- 90<sup>th</sup> MLB All-Star Game in Cleveland
- AEW All Out in Chicago
- Columbus Clippers vs. Durham Bulls (Governors' Cup)
- Cleveland Browns vs Los Angeles Rams
- WWE Monday Night Raw
- Mascot Hall of Fame in Whiting, Indiana
- Big Ten Football Championship (Ohio State Buckeyes vs. Wisconsin Badgers)





# **CONTACT INFORMATION**

## **WEBSITE**

buckeyemuscle.com

## **EMAIL**

mark@buckeyemuscle.com

## **SOCIAL MEDIA**

Instagram

<https://instagram.com/buckeyemuscle>

Facebook

<https://facebook.com/buckeyemuscle>

Twitter

<https://twitter.com/buckeyemuscle>

YouTube:

<https://youtube.com/buckeyemuscle>



**BUCKEYE MUSCLE MEDIA, LLC**