

JOHN YEONG

SPORTS HOST, PRESENTER

Content Creator, Storyteller,
Running & Fitness Enthusiast

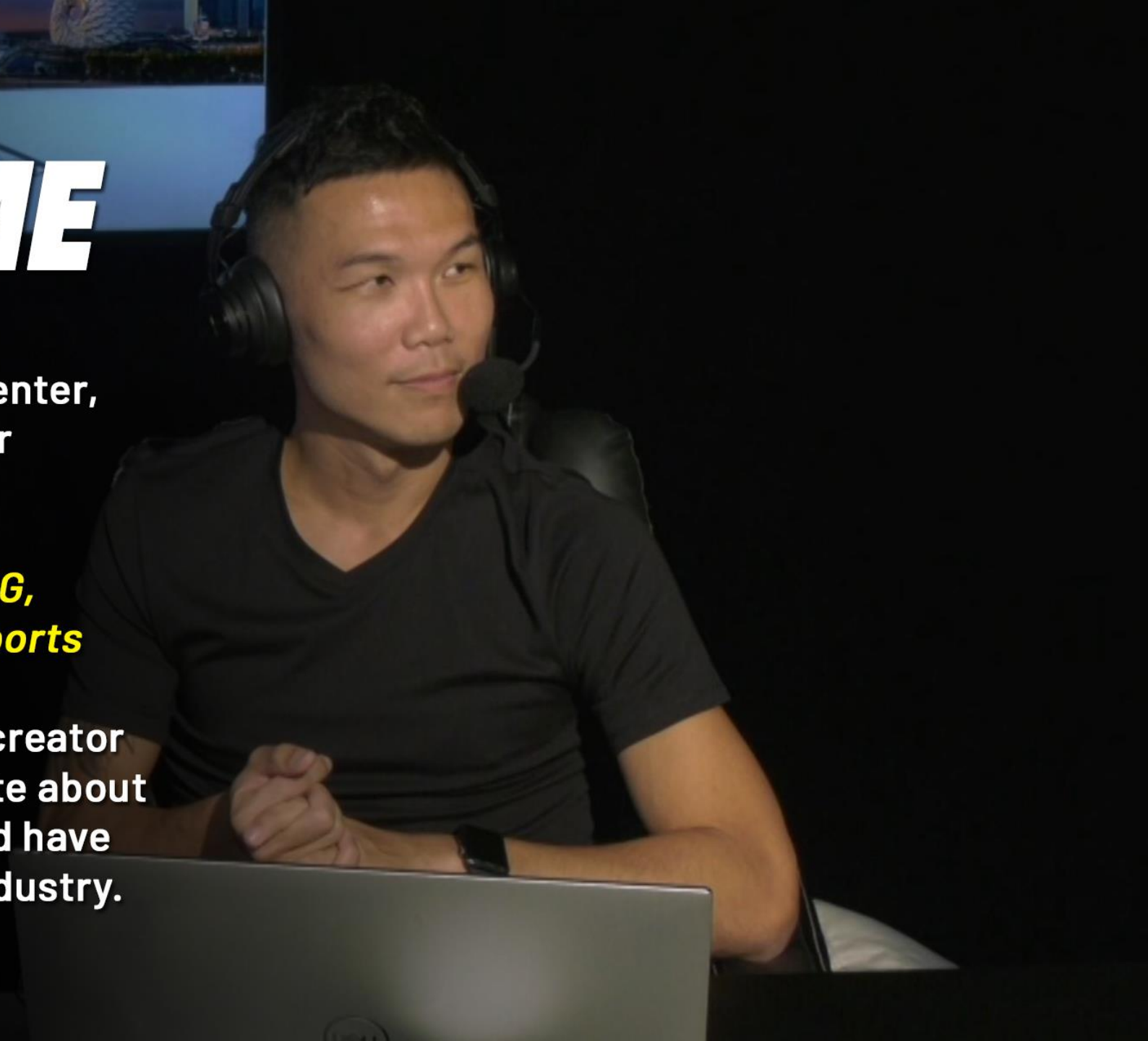


ABOUT ME

**I'm a Sports Host and Presenter,
entrepreneur, producer
and sports editor.**

***Founder of SportPlus.SG,
Head of Content, 1 Play Sports***

**As an independent content creator
and storyteller, I am passionate about
running, football, fitness and have
worked across the sports industry.**



SOCIAL MEDIA

@thejohnyeong

 > 8,800

 > 1,200

 > 1,300
TikTok

Top Locations

Singapore - 61.4%
Malaysia - 6.1%
Hong Kong - 4.7%
Indonesia - 4.0%
United States - 3.8%

Age Groups

11 - 24 years - 11.7%
25 - 34 years - 40.7%
35 - 44 years - 33%
45 - 54 years - 9.8%
55 - 64 years - 2.1%

Gender

Male - 48.4%
Female - 51.6%

THE ONLY
WAY IS
THROUGH



RATE CARD

*Accurate as of 2021. Subject to changes with annual review

EVENT HOSTING, ON-SCREEN TALENT	:	\$ 600 / 4 hr Block
IG STATIC POST	:	\$ 180 - \$220
IG CAROUSEL POST	:	\$ 250 - \$280
IG VIDEO POST	:	\$ 600 - \$750
IG STORY POST	:	2 x Complimentary Thereafter \$ 80 / Story
TIKTOK POST	:	\$ 250
BLOG POST	:	\$ 1,000

KOL EXPERIENCE

AMBASSADORSHIPS & KEY COLLABORATIONS



Standard Chartered
Singapore Marathon

