

SHANNON SHARPE





**“When people
told me I could
never make it, I
listened to the
one person who
said I could: me.”**



ABOUT SHANNON SHARPE

“UNC”

Shannon Sharpe came from humble beginnings in a one thousand square foot cinder block home with cement floors. His all-star performance at the HBCU, Savana State College was enough to catch the Denver Bronco's attention. Shannon is a self-made man who has achieved everything through what he calls the three D's: Determination, Dedication, and Discipline. While in the NFL Shannon re-invented the tight-end position with his hybrid style of play. He not only blocked but caught passes, becoming John Elway's top target. Shannon went on to become a Pro Football Hall of Famer with 3 Super Bowl wins, 8 Pro-Bowls, and 4 first-team All-Pro seasons. As a retired NFL Legend Shannon has taken his knowledge from the field to the mic and screen as a commentator on CBS Sports' "The NFL Today" for 10 years. Currently, he can be seen on FS1's "Skip and Shannon: Undisputed" as well as on his award winning podcast "Club Shay Shay". In his free time he can be found in the gym enhancing his passion for fitness, studying past Undisputed episodes to prep for the next Skip and Shannon debate, pampering his dog Tazz, or sipping on his award winning cognac, Le Portier.

CO-HOST OF Skip and Shannon: Undisputed

SKIP
AND
SHANNON
UNDISPUTED



Shannon Sharpe is the co-host of the sports opinion and debate style show "Skip and Shannon: Undisputed". He channels his talkative and comedic persona as Skip's top opinionated rival. "Undisputed" is FS1's flagship tv show, going strong for 6 years and counting.

PODCAST HOST

Club Shay Shay

Club Shay Shay, created and hosted by Shannon Sharpe is a weekly podcast produced by FS1. Shannon interviews athletes, celebrities, and influencers while getting their take on the latest headlines in sports, news, and pop culture through genuine and meaningful conversation.

Club Shay Shay's Accolades

- Top Sports podcast of the year by Spotify
- Club Shay Shay's YouTube Channel was the fastest to reach 100k subscribers in the history of FOX Sports
- Within its first 21 episodes Club Shay Shay has 1M downloads, 60M video views and more than 350K YouTube Subscribers



May 10, 2022

CLUB SHAY SHAY ANALYTICS

CLUB SHAY SHAY'S TOP 3 TAKEAWAYS



1. IN 4 DAYS, ISIAH'S EPISODE & CLIPS HAVE BEEN VIEWED OVER 2M TIMES ON DIGITAL

2. MICHAEL ERIC DYSON'S CLIPS WERE VIEWED ALMOST 800K TIMES ON TWITTER

3. ESPN, BLEACHER REPORT, YAHOO! & CBS PICKED UP ISIAH'S QUOTES FROM THE SHOW



May 12, 2022

CLUB SHAY SHAY

SOCIAL NUMBERS

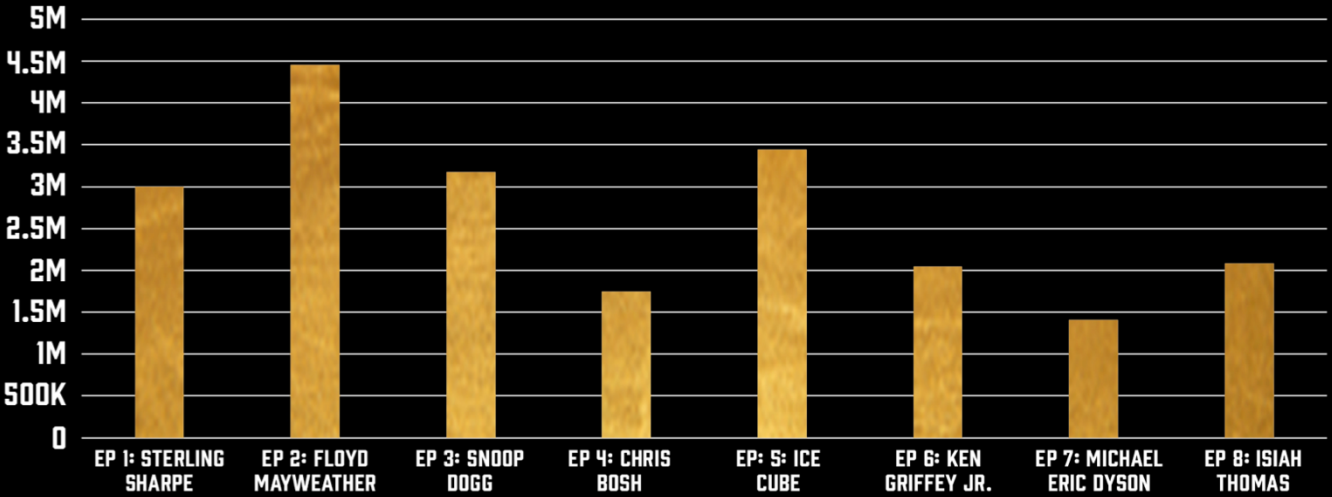


May 12, 2022

CONSUMPTION METRICS



TOTAL VIEWS



ENTREPRENEUR



LE PORTIER
COGNAC

Inspired by his grandmother Mary Porter who has been the driving force behind his life's work, Shannon Sharpe pays homage to "the woman who gave him everything but life" with his award winning cognac, Shay Le Portier.



FOUNDER OF Le Portier Cognac

Released at the end of 2021 Le Portier has already garnered the top awards in design and became the best-tasting cognac in 2022. With smooth notes of cinnamon and toasted marshmallow this exceptional brand was conceived from tradition but born to disrupt.

SHAY V.S.O.P

KEY MEDIA

HIGHLIGHTS



[Shannon Sharpe's NFL Bio](#)



[Shannon Sharpe: Greatest Tight
End of All Time Busts into Hall of
Fame](#)



[Shannon Sharpe Fox Sports
Press Pass Bio](#)



[The Real-Life Diet of Shannon
Sharpe Who Wakes Up at 3 a.m.
to Outwork Guys Half His Age](#)



[Shannon Sharpe Rolls Out Le
Portier Cognac With Exclusive
Launch Party](#)



[Shannon Sharpe's New
Cognac beats Establishment
Greats](#)

SOCIAL REACH

Instagram Interaction Rankings

ALL POSTS > COMBINED TOTAL INTERACTIONS > 01/01/21 - 12/31/21				
	TOTAL INTERACTIONS	AVG. WEEKLY INTERACTIONS	WEEKLY INTERACTION RATE	
	244.01M	255.8K	3.39%	
NAME	TOTAL	LIKES	COMMENTS	
juju	9.84M	9.71M	127.0K	
timtebow	13.03M	12.91M	120.6K	
deionsanders	26.43M	25.92M	507.9K	
drewbrees	10.33M	10.23M	106.6K	
rsherman25	1.35M	1.34M	9.3K	
vonmiller	4.58M	4.53M	50.5K	
shannonsharpe84	39.68M	38.50M	1.18M	
jjwatt	10.88M	10.79M	93.9K	
obj	15.09M	14.88M	202.8K	
beastmode	761.2K	750.5K	10.7K	
cameron1newton	10.94M	10.80M	143.9K	
dangerusswilson	21.21M	21.02M	192.8K	
gronk	13.69M	13.61M	81.6K	
tonygonzalez88	185.3K	183.0K	2.3K	
cee2x__	3.43M	3.41M	22.8K	
tombrady	34.83M	34.41M	415.1K	
bakermayfield	3.61M	3.56M	46.6K	
patrickmahomes	24.15M	24.01M	146.8K	

With almost 2.2M followers Shannon's Instagram saw 260.49M views with 39.68M interactions. Shannon leads in both of these categories beating out Tom Brady, Deion Sanders, Patrick Mahomes, and Rob Gronkowski, giving him the most social reach of any NFL personality active or retired on the platform.



1.6M Twitter Followers



577K Facebook Followers

Instagram View Rankings

ALL POSTS > COMBINED TOTAL VIEWS > 01/01/21 - 12/31/21			
	TOTAL VIEWS	TOTAL POSTS	
	655.41M	2,369	
NAME	# VIEWS	# POSTS	
juju	13.28M	77	
timtebow	14.35M	121	
deionsanders	103.25M	1.0K	
drewbrees	9.76M	63	
rsherman25	1.69M	31	
vonmiller	3.63M	50	
shannonsharpe84	260.49M	448	
jjwatt	6.86M	27	
obj	25.29M	37	
beastmode	3.30M	17	
cameron1newton	25.86M	113	
dangerusswilson	32.14M	107	
gronk	37.62M	72	
tonygonzalez88	452.3K	32	
cee2x__	2.44M	25	
tombrady	93.82M	62	
bakermayfield	8.53M	40	
patrickmahomes	13.21M	46	

atlanta
hu♥ane
society

Community Engagement





Shannon's Lifestyle

Some may say Shannon Sharpe is in better condition now, than he was while in the NFL. When it comes to health and nutrition Shannon is a wealth of knowledge, so much so that in 2013 he became a monthly columnist with FintessRX for Men.

There are several athletes around the league who have made a mark on their fashion sense throughout the years. Shannon Sharpe is one them. He has established himself as a notable figure in the fashion industry. In 2013, Vanity Fair rated him the #2 Best Dressed sports commentator. Shannon is not afraid to express his opinions when it comes to style. He is constantly involved the in current trends throughout the fashion industry.

CONTACT DETAILS

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