

DUCE RAYMOND

BRAND EDUCATOR • PITMASTER • OPERATOR • CREATOR

REAL FIRE.
REAL BUSINESS.
REAL HUMAN CONNECTION.

2026 Brand Partnership Deck • @duceraymond



AI CAN MAKE CONTENT. TRUST STILL HAS TO BE EARNED.

Brands can buy impressions. The harder thing to buy is a credible human voice people actually believe.

- 01 EXPERIENCE** Decades of BBQ, culinary, competition, catering and restaurant operations.
- 02 EDUCATION** The strongest content teaches — techniques, product use, decision-making and better BBQ.
- 03 CONNECTION** Approachable enough for the backyard cook; experienced enough for the professional.

AUTHENTICITY ISN'T THE CAMPAIGN. IT'S THE REASON PEOPLE LISTEN.



ONE VOICE. TWO WORLDS.

Duce bridges the backyard enthusiast and the professional operator.



BACKYARDER

Better food. More confidence. Clear techniques.
Products that actually help.



PROFESSIONAL

Consistency. Throughput. Product performance.
Education from someone who has done the work.

THE SAME VOICE. DIFFERENT STAKES.

THE AUDIENCE ISN'T JUST LARGE. IT'S ACTIVE.

Recent native-platform analytics show Duce's BBQ education reaching millions of people across four major channels.

17.4M+

DOCUMENTED CROSS-PLATFORM VIEWS

Recent reporting periods • approximately 90 days

8.0M

FACEBOOK

90 DAYS

4.32M

INSTAGRAM

90 DAYS

3.56M

YOUTUBE

90 DAYS

1.56M

TIKTOK

12 WEEKS

THE SIGNAL BEHIND THE SCALE

The content is repeatedly finding new viewers – not simply recycling the existing follower base.

2.5M

FACEBOOK VIEWERS

90 days

1.26M

INSTAGRAM VIEWERS

90 days

1.26M

TIKTOK REACHED

12 weeks

651K

YOUTUBE MONTHLY AUDIENCE

28 days

Organic BBQ education built to travel.

Source: native platform analytics supplied August 2026. Reporting windows shown above.

PEOPLE DON'T JUST WATCH DUCE. THEY LEARN FROM HIM.

Education is already one of the strongest-performing content formats.

268K

“How Do You Hold a Brisket for 12 Hours?”

190K

Juicy Pork Steaks

184K

Perfect BBQ Potato Salad

180K

Peri Peri Chicken

161K

“Stop Ruining Your BBQ...”

71.6%

OF INSTAGRAM VIEWS CAME FROM NON-FOLLOWERS



The content model is practical: teach something useful, make the food look great, and give the brand a natural role in the lesson.

THE BEST BRAND DEALS BECOME PART OF THE REAL STORY.

Long-term partnerships create repeated, credible exposure because the products are genuinely used – online and in the operation.

SOUTHERN PRIDE

20+ YEARS OF PRODUCT USE • 3+ YEAR PAID PARTNERSHIP

The partnership grew out of decades of authentic product use. Duce and President Jared Robinson maintain a direct relationship, and Jared has appeared on Duce's podcast.

HOW THE BRAND GETS VALUE

- Recurring organic integration
- Product shown in real professional use
- Collaboration posts for shared reach
- Raw footage for Southern Pride to edit and publish natively

ROYAL OAK

2+ YEAR PAID PARTNERSHIP • CATERING CHARCOAL PARTNER

Royal Oak supplies the charcoal needs for the catering operation in addition to the paid relationship, giving the brand a natural place in both professional cooking and consumer-facing content.

HOW THE BRAND GETS VALUE

- Ongoing visibility instead of one sponsored moment
- Organic integration in real BBQ content
- Collaboration posts
- Raw footage for Royal Oak's own social channels

THE PRINCIPLE: THE SPONSORSHIP DOESN'T CREATE THE PRODUCT RELATIONSHIP – THE REAL PRODUCT RELATIONSHIP MAKES THE SPONSORSHIP BELIEVABLE.

FROM THE FEED TO THE STAGE.

Brands can hire Duce to educate, entertain and represent them in person – not only create social content.

CARGILL • WORLD PORK EXPO

Live educational demos featuring competition ribs and Korean-inspired pulled pork with Asian slaw and gochujang BBQ sauce. Tens of thousands attended the overall expo; roughly 100 watched the demo.

INDUSTRY SPEAKING

Three years presenting at Catersource plus NBBQA presentations. Comfortable speaking to audiences from hundreds to 1,000+ on BBQ, catering, hospitality and entrepreneurship.

BRAND EXPERIENCES

Trade shows, dealer events, customer gatherings, product launches, VIP dinners and hands-on demonstrations.

TEAM BUILDING + EDUCATION

Interactive BBQ experiences for employees, customers or sales teams – built around learning, connection and fun.

20+ YEARS OF HOSPITALITY EXPERIENCE • COMPETITION BBQ • CATERING • RESTAURANTS • LIVE EVENTS

THREE WAYS TO PARTNER.

Choose one lane or combine them into a larger relationship.

01

ALWAYS-ON AMBASSADOR

Best for brands that want sustained visibility and association.

- Monthly partnership
- Recurring product integration
- Educational content
- Collaboration posts
- Raw footage for brand channels
- Optional category exclusivity

02

CAMPAIGN + LAUNCH

Best for a focused product, season or story.

- 4-12 week activation
- Recipe / how-to series
- Short-form + long-form
- Product launch content
- Brand-owned assets
- Usage / licensing options

03

LIVE + SPEAKING

Best for experiential education and human connection.

- Cooking demonstrations
- Trade shows + dealer events
- Team building
- Corporate education
- VIP / customer events
- BBQ + hospitality speaking

PRICING IS CUSTOMIZED BY SCOPE, USAGE RIGHTS, EXCLUSIVITY, TRAVEL AND TERM.

LET'S BUILD SOMETHING PEOPLE ACTUALLY BELIEVE.

Start with a 90-day pilot — or build an always-on ambassador relationship from day one.

The best partnerships are not advertisements. They are products and brands Duce genuinely uses becoming part of the story he is already telling.

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ONE CONVERSATION IS ENOUGH TO BUILD THE RIGHT FIRST ACTIVATION.

- 1 What does your brand need people to understand?
- 2 Where does Duce's credibility and audience fit?
- 3 What mix of content + live experience will create repeated exposure?