

BRAND DEAL LIVE / VIDSUMMIT 2026

SPEAKING AND LIVE FORMATS

BRING THE BUY SIDE INTO THE ROOM.

A clear view of how brands evaluate creators, price partnerships, and decide what happens next.

FEATURED TALK

How the buy side makes the call

A creator pitch seen through a brand's eyes: audience fit, price, creative approach, and the rights that change the deal.

Keynote, moderated conversation, or working session.

LIVE FORMAT

Brand Deal Live

Creators pitch real partnerships. Senior brand decision-makers respond in the room. The audience sees how sponsorship decisions take shape.

Debuted at VidSummit 2026. On the SXSW 2027 schedule.

SHORT BIO

Matt got his start in 2014 when he and his brother took a group of Vine creators to 12 cities in 15 days. He is now the founder of Sponsara and host of Brand Deal Live.

AUDIENCE TAKEAWAYS

Brand-side decisions / Pricing and rights / Better pitches

Tell Matt about the room.

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