

NAJARIAN SPORTS

Partner Overview

One-page overview of the platform, audience and partnership tracks.

Who we are

Najarian Sports is a prediction-market and sports intelligence platform built with Jon & Pete Najarian — former NFL linebackers, CNBC contributors and co-founders of Market Rebellion. We translate two decades of unusual-options-activity expertise into sports prediction markets.

The platform

- Sharp Heat Seeker — proprietary algorithm surfacing Unusual Prediction Activity (UPA) across Polymarket & Kalshi, scoring Heavy Hitter flow in real time.
- Predictions & Najarian Points — free-to-play markets, leaderboards and a gamified points economy.
- Fantasy Suite — full league system with live draft rooms and head-to-head battles.
- Media & Education — Rebel Sports daily notes, interviews, masterclass and strategy guides.
- Alerts — AI-written alerts delivered in-app, by email and to Telegram.

Audience

Metric	Detail
Core audience	Active retail traders and sports bettors, 25-54, high intent
Brand equity	20+ years of trusted voices in options and sports media
Media surface	CNBC Fast Money, Market Rebellion, podcasts, YouTube, social
Product surface	Web app, Telegram alerts, email, partner white-label

Partnership tracks

- Sportsbook & exchange — co-branded prediction hubs, acquisition and CPA/rev-share.
- Licensing & white-label — Signals API, rebranded platform, enterprise integrations.
- Sponsorship — presenting partner on Heat Seeker, Rebel Sports and interview content.

Partnerships: partners@najariansports.com · najariansports.com/press-kit