

● SPONSOR PACK • 2026

HEYZY DARTS

Darts content, TikTok lives and live events from Luke Heys — and a community of 66K+ followers who show up for every throw.

TIKTOK

@heyzy_darts

YOUTUBE

@HeyzyDarts

LINKS

linktr.ee/heyzy_darts



WHO IS HEYZY?

THE FACE BEHIND THE OCHE

Heyzy Darts is Luke Heys — a trained actor and presenter who turned his love of darts into a channel built on personality, big moments and honest kit reviews. He reviews the latest kit, takes on the pros, and goes live on TikTok with a community that keeps coming back.

MAIN PLATFORM

TikTok · 53.2K followers

CONTENT

Kit reviews, matches, lives

ON CAMERA

Trained actor & presenter

EVENTS

Throwdown events



THE AUDIENCE

66K+

followers across TikTok, Facebook,
Instagram and YouTube — with nearly
half a million likes on TikTok alone.

TIKTOK

53.2K

FOLLOWERS

493.1K likes

@heyzy_darts

FACEBOOK

6.1K

FOLLOWERS

2.2K posts

Luke Heyzy Darts Heys

INSTAGRAM

4,611

FOLLOWERS

519 posts

@heyzy_darts

YOUTUBE

2.17K

SUBSCRIBERS

413 videos

@HeyzyDarts

[Audience snapshot from TikTok analytics — top countries, age range, male/female split, average views per video]

WHERE YOUR BRAND SHOWS UP

NOT A ONE-OFF MENTION



ON THE SHIRT

THROWDOWN EVENTS

Luke plays Throwdown events in pro sublimated playing shirts made by PM Darts — your logo in front of the crowd and the cameras.



ON SCREEN

EVERY TIKTOK LIVE

Sponsor logos stay on screen for the whole of every live stream, in front of a 53.2K-follower audience.



ON CAMERA

EVERY YOUTUBE VIDEO

The same shirts are worn on camera, so your brand stays in the content long after it's posted.

TRUSTED BY THE BRANDS IN DARTS

BRANDS HEYZY HAS **WORKED** WITH



From the biggest names in darts to the newest kit on the market — Luke has created content with brands his audience already buys from.

KIT THE COMMUNITY TRUSTS



LATEST

TARGET LAUNCH DAY!! I AM OBSESSED

Unboxing Target's September launch — darts, surround and accessories. YouTube · youtu.be/9Ks3nmavayM



MOST POPULAR

Let's Test ALL NEW WINMAU X AUTODARTS SCORING SYSTEM!!

Features, game modes and accuracy tested in full. YouTube · youtu.be/yFszB4U4BdM

WAYS TO WORK TOGETHER

PICK YOUR CHECKOUT

HEADLINE

SHIRT SPONSOR

Your logo on Luke's playing shirt — at every Throwdown event, every TikTok live and every YouTube video.

[Rate / term]

LIVE

SPONSORED LIVES

On-screen branding and shout-outs during TikTok lives, with a pinned link or discount code.

[Rate]

VIDEO

DEDICATED VIDEO

A full YouTube review or feature, cut down into TikTok and Instagram clips.

[Rate]

PRODUCT

REVIEWS & UNBOXINGS

Honest first looks at new darts, boards and tech — the content that already performs best.

[Rate]

IN PERSON

EVENT APPEARANCES

Luke at your launch, exhibition or tournament — hosting, playing or creating content on the day.

[Rate]

BESPOKE

SOMETHING ELSE?

Giveaways, affiliate codes, challenges — tell us what you want to achieve and we'll build it.

Let's talk



LET'S GET YOU ON THE BOARD

[EMAIL ADDRESS]

TIKTOK

@heyzy_darts

YOUTUBE

@HeyzyDarts

INSTAGRAM

@heyzy_darts

WEBSITE

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