

Real Health Podcast

Brought to you by the Riordan Clinic



Sponsorship Opportunities

We are excited to announce the addition of a new media platform in 2020. We already have a strong reach but by adding a podcast it will open our audience up to a larger demographic and hopefully attract listeners who are new to the Riordan Clinic, our products, and services.

 Currently, our email list is around **22,000 subscribers**

 Facebook is closing in on **7,000 fans**

 Instagram has **1,000 followers**

 YouTube has over **17,000 subscribers**

We are confident that being able to stream the podcast on all major platforms will allow us to increase our impact many times over. We will still promote each episode, and our advertisers on these platforms as well.

 Did you know that **32% of Americans have listened to a podcast** within the past month?

This also gives our advertisers and supporters another platform to reach a mass audience.

In order to launch a weekly podcast, we will need to secure funding for equipment, training, technical support, and promotion. **We have several of the pieces in place, but we need your help.**

Before we can begin, we need to have the initial funding in place to support start-up costs and the first few months of programming. The recording studio will also be equipped for video which will open up the possibility for webinars and other content delivery methods.

We are now setting up advertisers and sponsors for the Real Health Podcast. We are planning on having 2 to 4 new episodes per month with a variety of topics and speakers. Dr. Ron will be the host of many of the episodes and will be joined by a variety of guests each season.

The costs of advertising/sponsorships are as follows*:

- **\$250** per episode
- **\$450** per month (four episodes)
- **\$400** per month with a consecutive three-month commitment.

Advertisers/sponsors will*:

- Be acknowledged by the show host during the intro of each episode that month
- Have two 20 to 35-second “commercials” aired during the podcast. We can either play an mp4 file that you provide or we can have Dr. Ron read a scripted commercial on your behalf. You will have final approval of this ad before we include it.
- Be promoted on all marketing materials leading up to the sponsored episodes. This includes on social media, email blasts, in the Health Hunters or anything else that might arise. Anything in print can link back to your organization and include your approved logo.
- Contact information and a short bio on your organization will be included in the show notes which will be available to download on our website.
- Your company name and URL will also be included in the episode description that is posted on streaming platforms.

The funds we received will go back 100% into the education programs here at the Riordan Clinic. We may have more than one sponsor at a time but never conflicting companies. Sponsorships will be awarded on a first-come, first-served basis and are subject to approval by the Riordan Clinic. Funds must be paid prior to the recording of the episode. Once an episode is recorded, it is not possible to remove the commercials or promotions except for on our own website. We encourage advertisers to promote the podcast and their partnership on their own platforms and channels.

Sponsorship Registration

All applications must be accompanied by credit card or check made payable to Riordan Clinic for the full amount. Our Tax I.D. Number is 480840415.

Company Name

Contact Name

Phone

Email

TOTAL:

Check Enclosed

Charge my Credit Card [circle one]

Visa

MasterCard

American Express

Card Number

Expiration Date

Security Code

Name on Card

Email for confirmation/receipt

Billing Address

City

State

Zipcode

Signature of Card Holder



Return this form via fax 316.682.5054 or
by email podcast@riordanclinic.org.