Branding & Sponsorships

FLINT STONE MEDIA

Media Kit Basics, part 1

❖ Why You Need One

You need to be able to present the story you and your podcast (your BRAND) at a glance--like a quick snapshot. So, you need something that you can hand over, include as an attachment in an email, or link to, so that someone can immediately get a good sense of who you are, what your show is about, and who your audience is. You need to instantly be able to relay to them the value of your audience and compatibility for solving their pain points.

❖ Consistent Branding

Make sure you have a certain style associated with your branding, and that you use that styling in your Media Kit:

- Palette of colors
- Font type
- Your logo
- Your tone

Sample tool for templates: Canva

Canva

Sample template: FPN

Florida Podcast Network
Media Kit for Potential Sponsors

FPN
Florida Podcast Network

The Voice of Florida!

The Florida Podcast Network's ambition is to propel Florida's prosperity forward by promoting local brands and businesses through the power of podcasting.

Advertising with us is the opportunity your brand is looking for. Team up with us and showcase your brand through the "Voice of Florida"!

NEW!! Available FREE for a limited time...
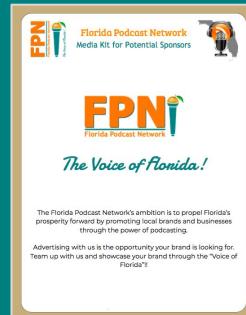
Ignite your Podcast Platform!

Media Kit Basics, part 2

❖ Basic Nuts and Bolts:

- Your show name, art, and description
- YOUR picture, name, and a quick sentence or two on your background; who are you as the host?
- A strong description of your target audience or your known audience demographics (get that by surveying your audience, for example)
- Hard numbers aren't necessarily needed; but it doesn't hurt to include any that *are* impressive. These can be:
  - Average downloads per episode during their first 30 days
    - 1. Take each episode; figure out its 30-day birthday.
    - 2. Pull the total number of downloads during that range.
    - Then, average that across all episodes.
  - Average monthly downloads overall
  - Social media numbers, (if you share your show on social, which you probably should be doing)
  - Mailing list numbers (again, if you are sharing your show in this way)
- Any other impressive numbers, stats, or awards associated with you, your show, and your brand
- What is included in your ad packages (type of ad, ad placement in the show, social media mentions, website banners, etc...)
- 2-3 package levels for potential sponsors to choose from, including your price points
- DON'T FORGET!! Include some good visuals (graphics, pictures of you on the mic, pictures of your life that show your personality, or some other strategic/topical visuals). The idea is to give whoever's eyes land on it an immediate sense of your brand before they've read a single word.

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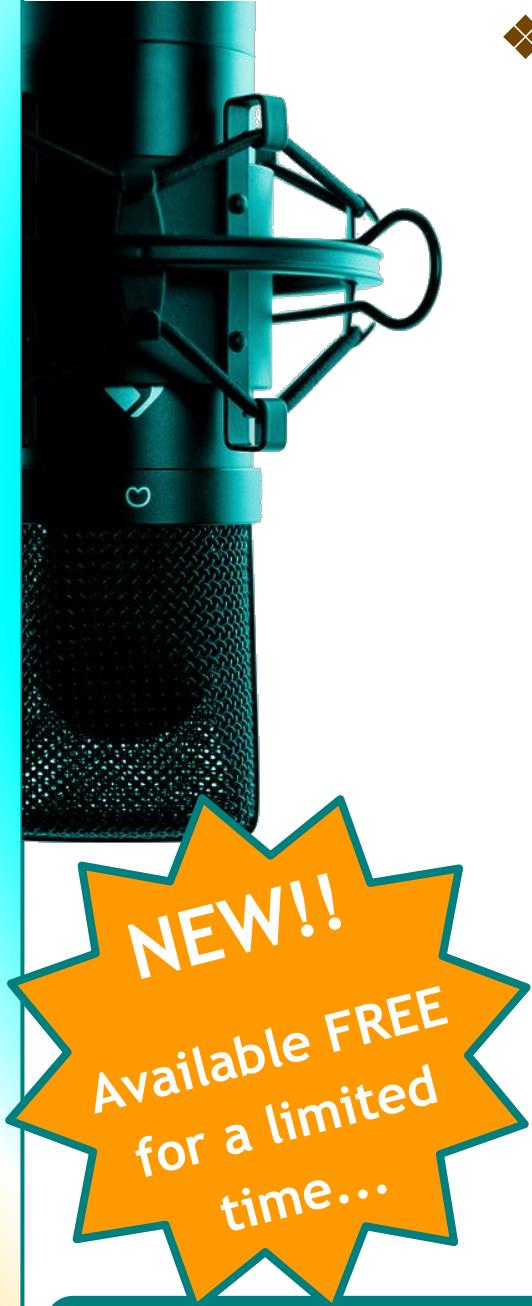
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