



iBuild America Podcast Sponsorship Opportunities

Innovative Workforce Strategies. Thought-Provoking Conversations.

Overview

The iBuild America Podcast is a national platform dedicated to building and empowering the American workforce. Through compelling interviews, expert analysis, and motivational stories, we spotlight the challenges and triumphs in workforce development. Our podcast inspires, educates, and connects listeners to actionable strategies and impactful partnerships.

Key Podcast Programming Features

- **In-Depth Interviews** – Engaging conversations with industry leaders across business, education, and government.
- **Actionable Insights** – Practical strategies for workforce development success.
- **Inspiring Stories** – Real-life examples of resilience, innovation, and career transformation.
- **Expert Analysis** – Insightful commentary on trends, policies, and labor market dynamics.

Expanded Marketing Strategic Opportunities

More than just ad space, your sponsorship supports a national movement to reshape America's workforce:

- **Policy Influence** – Amplify your voice in shaping federal, state, and local workforce policies.
- **Legacy Creation** – Position your brand as a pioneer in workforce development.
- **Enhanced Visibility** – Reach a cross-sector audience of educators, industry leaders, and policy advocates.
- **Networking & Partnerships** – Connect with key stakeholders through shared initiatives and brand alignment.
- **Audience Engagement** – Build trust through compelling storytelling and expert positioning.
- **Talent Attraction & Retention** – Showcase your mission-driven impact to attract top talent.
- **Corporate Social Responsibility (CSR)** – Align with purpose-driven discussions and solutions.

iBuild America Podcast | National Broadcast | contact@iBuildAmericaPodcast.com
Subscribe now at www.iBuildAmericaPodcast.com



Automatic Benefits for All Sponsors

Every package includes these standard benefits:

- ✓ **Podcast Subscription Access** – Company-wide access to each new episode. Great for internal learning and training.
- ✓ **Professional Audio Files** – You'll receive raw and edited versions of your episode for your own use (marketing, training, etc.).
- ✓ **Sponsor Shoutout on Website** – Your logo featured on our website during the sponsorship period, with a verbal recognition in-episode.

Founder's Sponsor Package (*Limited Availability*)

Investment: \$7,500 per episode or \$18,000 for a 3-month campaign (*20% savings*)

Best for: Industry pioneers, early supporters, and national workforce champions.

Podcast Deliverables:

- **Exclusive Founder's Recognition Segment** – A custom-branded opening acknowledging your role in launching the podcast.
- **Full-episode Sponsorship Rights** – Your brand is the sole sponsor of the episode.
- **Dedicated Pre-Roll, Mid-Roll, and Post-Roll Ads** – Your message is professionally recorded and integrated throughout the show.
- **Branded Guest Segment or Interview** – Option to feature your executive or partner organization in a co-produced interview.
- **Raw and Edited Audio Copies**

Digital & Web Presence:

- **Homepage Takeover on Podcast Website** – Your logo and message featured prominently for the full campaign.
- **Custom Social Media Campaign** – Designed with your brand voice to engage audiences on all podcast channels.



- **Top Placement in Email Newsletter** – Your message leads each subscriber email blast.
 - **Founder's Spotlight on Website & Press Releases** – Highlighted as a Founding Partner of the iBuild America Podcast.
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Gold Sponsor Package

Investment: \$5,000 per episode or \$12,000 for 3-month campaign (20% savings)

- **Pre-Roll Advertisement** – A short message played at the start of the episode (10–15 seconds).
 - **Mid-Roll Host-Read Endorsement** – The host reads your ad organically during the episode.
 - **Post-Roll Advertisement** – A closing message thanking your brand for support.
 - **Branded Mentions During Segments** – Natural shoutouts during relevant discussions.
 - **Custom Content Integration** – Co-create a segment that reflects your brand's mission.
 - **Website Banner + Logo with Shoutout**
 - **Social Media Highlights, Email Feature, Show Notes Link + Message**
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Silver Sponsor Package

Investment: \$3,000 per episode or \$8,000 for 3-month campaign (20% savings)

- **Mid-Roll Host-Read Advertisement**
 - **Raw and Edited Audio Copies**
 - **Website Banner Ad**
 - **Social Media Mentions**
 - **Show Notes – Logo + Link**
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Bronze Sponsor Package

Investment: \$1,500 per episode or \$3,600 for 3-month campaign (20% savings)

- **Choice of Pre-Roll or Post-Roll Advertisement**
- **Raw and Edited Audio Copies**
- **Logo on Website**
- **Brief Mention in Show Notes**



Sponsorship Deliverable Definitions

- **Pre-Roll Ad** – A message at the beginning of the podcast that introduces your brand.
- **Mid-Roll Ad** – A host-read endorsement integrated mid-episode for high impact.
- **Post-Roll Ad** – A thank-you or brand message to close the episode.
- **Branded Segment** – A portion of the episode co-produced with your messaging or featuring your thought leaders.
- **Show Notes Mention** – Your brand listed in the episode’s online summary, with a link and message.
- **Website Logo Placement** – Visual brand presence on our homepage or sponsor section.
- **Social Media Mentions** – Your brand included in podcast-related posts.
- **Email Newsletter Feature** – Highlighted in our distribution to listeners and industry partners.

Episode Clarification

What does “per episode” include?

Each “episode” refers to one **completed, published podcast recording**, typically between 30–60 minutes in length.

If you request extended airtime, additional editing, or special guest coordination, we’ll happily provide a custom quote.

Are all listed deliverables included in each package?

Yes — the deliverables listed under each package are standard inclusions. No need to choose from a menu — you get them all. Custom add-ons are available upon request.

Custom Sponsorships Available (*upon request*)

Let’s collaborate on special opportunities tailored to your needs:

- Branded video shorts
- Industry spotlight episodes
- Educational series co-hosting
- Conference tie-ins or sponsored panels



Let's Partner to Build the Future

Your brand can be part of reshaping the future of America's workforce. Gain national exposure and reach a highly engaged audience of decision-makers, educators, industry professionals, and changemakers.

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