

1. Podcast Sponsorship Proposal

Podcast name:

[Insert podcast name]

About the podcast:

[Insert 2-3 sentences explaining your podcast, your niche, and the topics you cover.]

Our audience:

[Describe who listens, including their interests, industry, location, job roles, or challenges.]

Podcast reach:

- **Average downloads per episode:** [Insert number]
- **Monthly listeners:** [Insert number]
- **Email subscribers/social followers:** [Insert number]
- **Audience demographics:** [Insert details]

Sponsorship opportunity:

We're offering [Brand name] the opportunity to reach [audience description] through [ad placement/sponsorship type].

Package includes:

- [Number] sponsored episodes
- [Host-read ad length]
- [Episode mentions]
- [Links or promo codes]
- [Additional bonuses]

Investment:

[\$[Insert price]]

Why partner with us:

[Explain why your audience matches the brand and what makes your podcast a strong fit.]

Next step:

[Insert call to action, such as scheduling a call or confirming the partnership.]

2. Podcast Sponsorship Proposal

Page 1: Podcast introduction

Podcast name: [Insert name]

Tagline: [Insert one-line description]

About the show: [Explain what your podcast helps listeners learn, achieve, or understand.]

Page 2: Audience overview

Our listeners are: [Describe your ideal audience]

Audience details:

- Age range: [Insert]
- Location: [Insert]
- Industry/interests: [Insert]
- Biggest challenges: [Insert]

Page 3: Sponsorship options

Package 1: [Package name]

Price: \$[Insert]

Includes:

- [Deliverable]
- [Deliverable]
- [Deliverable]

Package 2: [Package name]

Price: \$[Insert]

Includes:

- [Deliverable]
- [Deliverable]
- [Deliverable]

Page 4: Partnership details

Your brand will receive:

- [Ad placement]
- [Promotion details]
- [Audience reach]
- [Campaign reporting]

Ready to partner with us?

Contact: [Insert name/email/website]

3. Podcast Sponsorship Packages

Starter package: \$[Insert price] per episode

Best for: Brands testing [podcast advertising](#) for the first time.

Includes:

- [30-second host-read ad]
- [Episode description link]
- [Social media mention]
- [Promo code or tracking link]

Growth package: \$[Insert price] per month

Best for: Brands looking for consistent exposure.

Includes:

- [60-second host-read ad on X episodes]
- [Newsletter mention]
- [Social media promotion]
- [Sponsor placement in episode notes]

Premium package: \$[Insert price] per campaign

Best for: Brands wanting deeper audience integration.

Includes:

- [Dedicated sponsored episode]
- [Interview or branded segment]
- [Multiple ad placements]
- [Custom campaign support]
- [Performance report]

4. Podcast Sponsorship Contract Template

This agreement is between:

Podcast creator: [Insert name/business]

Sponsor: [Insert company name]

Campaign dates:

Start date: [Insert date]

End date: [Insert date]

Sponsorship details:

The sponsor will receive:

- [Number] sponsored episodes
- [Ad duration]
- [Ad placement type]
- [Additional deliverables]

Payment terms:

Total sponsorship fee: \$[Insert amount]

Payment schedule: [Insert payment terms]

Content requirements:

The podcast creator agrees to:

- Mention the sponsor according to the agreed campaign details
- Include approved links, discount codes, or messaging
- Publish content within the agreed timeframe

Sponsor responsibilities:

The sponsor agrees to:

- Provide required assets and information
- Complete payments on time
- Approve content within the agreed timeframe

Cancellation policy: [Insert cancellation terms]

Signatures:

Podcast creator: [Name + date]

Sponsor: [Name + date]

5. Podcast Sponsorship Agreement Template

Parties involved:

This agreement is between [Podcast name] and [Sponsor name].

Partnership goal:

The purpose of this sponsorship is to help [Sponsor name] reach [target audience] through podcast advertising and promotional content.

Campaign details:

Podcast episodes included: [Insert episodes]

Sponsorship format:

- | | |
|--|--|
| ☐ Host-read ad | ☐ Sponsored episode |
| ☐ Interview segment | ☐ Other: [Insert] |

Campaign duration: [Insert timeframe]

Sponsor deliverables:

- [Deliverable]
- [Deliverable]
- [Deliverable]

Podcast creator deliverables:

- [Deliverable]
- [Deliverable]
- [Deliverable]

Payment details:

- **Sponsorship fee:** \$[Insert amount]
- **Payment due:** [Insert date]

Agreement approval:

Podcast creator: [Name]

Sponsor: [Name]

Date: [Insert date]

6. Podcast Sponsor Example Template

Company name: [Insert sponsor name]

Website: [Insert website]

Industry: [Insert industry]

Products or services: [Briefly describe what the company sells.]

Target audience: [Describe who the company wants to reach.]

Why they're a good fit for my podcast: [Explain how your audience aligns with the sponsor.]

Suggested sponsorship format:

- Pre-roll ad
- Mid-roll host-read
- Post-roll ad
- Sponsored episode
- Interview
- Newsletter sponsorship
- Social media promotion
- Other: [Insert]

Campaign objective:

- ☐ Brand awareness
- ☐ Website traffic
- ☐ Lead generation
- ☐ Product sales
- ☐ App downloads
- ☐ Other: [Insert]

Suggested call to action: [Visit a landing page, use a promo code, book a demo, start a free trial, etc.]

Estimated campaign length: [Insert number] episodes over [Insert timeframe]

Notes before pitching: [Add any talking points, recent company news, shared values, or ideas to personalize your outreach.]

7. Podcast Sponsorship Pitch Email Template

Subject: Partnership opportunity with [Podcast name]

Hi **[First name]**,

I hope you're doing well.

I'm the host of **[Podcast name]**, a podcast that helps **[describe your audience]**.

I've been following **[Brand name]**, and I think there's a strong fit between what you offer and what my listeners are looking for.

I'd love to explore a sponsorship partnership that includes **[host-read ads, sponsored episodes, interviews, etc.]** to introduce your brand to our audience.

Here's a quick snapshot of the podcast:

- **Average downloads per episode:** [Insert number]
- **Audience:** [Insert audience]
- **Niche:** [Insert niche]

I've attached our sponsorship proposal with package options and pricing. I'd be happy to answer any questions or create a custom package if that would be more helpful.

Would you be available for a quick call next week?

Looking forward to hearing from you.

Best,

[Your name]

[Podcast name]

[Website]

[Email]

8. Podcast Sponsorship Pricing Template

Sponsorship option	Price	Includes
Pre-roll ad	[\$[Insert price]]	15 to 30-second host-read ad at the beginning of the episode
Mid-roll ad	[\$[Insert price]]	60-second host-read ad during the episode
Post-roll ad	[\$[Insert price]]	30-second ad at the end of the episode
Sponsored episode	[\$[Insert price]]	Dedicated episode featuring the sponsor
Monthly sponsorship	[\$[Insert price]]	Multiple episodes plus bonus promotional assets

Optional add-ons

- **Social media promotion:** +\$[Insert price]
- **Newsletter feature:** +\$[Insert price]
- **Dedicated interview episode:** +\$[Insert price]
- **Category exclusivity:** +\$[Insert price]
- **Additional ad placement:** +\$[Insert price]

Pricing notes

- Rates are based on **[average downloads]** per episode.
- Custom sponsorship packages are available for long-term partnerships.
- Discounts may apply for multi-episode or annual sponsorship agreements.

9. Podcast Sponsorship Media Kit Template

A media kit is your podcast's sales brochure. It gives sponsors the information they need to decide whether your audience matches their marketing goals. Here's what a strong media kit looks like in practice.

A strong media kit should include:

- **Audience size:** Total downloads, listeners, or combined social reach.
- **Audience demographics:** Age, gender, location, education, and employment data.
- **Why your audience matters:** Explain why your listeners are valuable to advertisers, not just how many people listen.
- **Show lineup:** Introduce your podcast or network with a short description of each show.
- **Advertising opportunities:** Outline available sponsorship formats, including host-read ads, sponsored segments, and exclusive partnerships.
- **Social proof:** Include audience growth, notable milestones, testimonials, or previous brand partnerships.
- **Clear call to action:** Finish with an easy way for brands to start the conversation.

10. Podcast Sponsorship Outreach Template

Hi **[First name]**,

I came across **[Company name]** while researching brands that serve **[your audience]**, and I think there could be a great fit between what you offer and the people who listen to **[Podcast name]**.

Our podcast reaches **[brief audience description]**, and I believe your **[product or service]** would genuinely interest them.

Here's a quick snapshot of the show:

- **Average downloads per episode:** [Insert number]
- **Audience:** [Insert audience]
- **Podcast niche:** [Insert niche]

I'd love to send over a few sponsorship ideas that could help you reach this audience in a natural way. If you're open to the conversation, I'll also share our media kit, sponsorship packages, and pricing.

Would you be available for a quick chat next week?

Thanks for your time, and I look forward to hearing from you.

Best,

[Your name]

[Podcast name]

[Website]

[Email]

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