



Podcast Sponsorship Package

Why advertise on the Beyond the Art podcast?

Promoting your product or service on our podcast will help increase your visibility and build brand equity with your target audience.

Name Recognition and Brand Loyalty: Beyond the Art is the most trusted source covering all aspects of the Native American art world.

Reach:

- More than 1.1M people through our website
- More than 195,000 social media followers interested in Native American Arts
- More than 260 people through our online Native American communities
- Over 162K podcast native American consumers and counting

data compiled 2/19/23

Target Audience:

Through smart niche marketing, BTA provides you with a competitive advantage and ready-to-engage audience

Stats:

- 54% of podcast consumers say that they are more likely to consider brands they hear advertised on podcasts, compared to 7% who say they are less likely.
- Art focused podcast rank in the top five most popular genres
- Native American / Indigenous podcast are the highest rated untapped market

Edison Research

Beyond the Art is produced by Indigenous Arts Alliance - a nonprofit 501(c)3

Find Us on Instagram, Facebook, YouTube, Spotify, Apple Podcast and Google Podcast
www.beyondtheart.net | 918.812.8860

BASE PACKAGE: \$500

Your company name will be mentioned two during the single episode.

- 15 sec pre-roll
- Your company logo on episode link, and mention on Social Media platforms for episode

SPONSORSHIP PACKAGES:

- **Advertise on 6 shows - .**
- Base package \$2,700 (10% off \$3,000)
- 15 sec pre-roll
- 15 sec post-roll
- Your company logo on episode link, and mention on Social Media platforms. Logo on website as Loyal Contributing Sponsor

SEASON SPONSORSHIP PACKAGES:

13 Episodes - \$5,525 (15% off 6,500) - Premier

26 Episodes - \$10,400 (20% off 13,000) - Platinum

Included:

- 15 sec pre-roll & 30 sec post-roll (verbal mention)
- 30 sec mid-roll
- Your company logo on episode link, and mention on Social Media platforms. Clickable logo link on website as Premier Sponsor throughout podcast season and banner Ad with Platinum



2024 SPONSORSHIP FORM

Please confirm your sponsorship by completing the form below.
Email your completed form — along with a JPG, EPS or PDF of your company logo —
to contact@beyondtheart.net

Name/Company _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

I would like to sponsor Beyond the Art:

- | | |
|---|---|
| <input type="checkbox"/> Platinum Sponsor \$10,400
- 26 episodes | <input type="checkbox"/> Premier Sponsor \$5,525
- 13 episodes (half-season) |
| <input type="checkbox"/> Supporting Sponsor \$2,700
- 6 episodes | <input type="checkbox"/> Single Episode Sponsor \$500
- 1 episode |

Payment Information:

Credit Card: _____ Exp: _____ Sec Code: _____ Amount: _____

Provide billing address above to card holder

Enclosed is my check payable to Indigenous Arts Alliance in the amount
of: _____

Mail to: Indigenous Arts Alliance,, 4041 E 46th Street, Tulsa, Oklahoma, 74135

Sponsorships / Donations are tax-deductible

Thank you for your generous support of the Native American art community and Beyond the Art