**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12296&utm_source=template-word&utm_medium=content&utm_campaign=Podcast+Sponsorship+Proposal-word-12296&lpa=Podcast+Sponsorship+Proposal+word+12296)Podcast Sponsorship   
Proposal Template**

Sponsorship Proposal For

Podcast Title

|  |  |  |
| --- | --- | --- |
| Prepared By |  | Date |
|  | | MM/DD/YY |

Table Of Contents

[**1. Introduction 2**](#_Toc184467896)

[**2. Podcast Overview 2**](#_Toc184467897)

[**3. Sponsorship Opportunities 2**](#_Toc184467898)

[**4. Benefits Of Sponsoring 3**](#_Toc184467899)

[**5. Sponsorship Packages 3**](#_Toc184467900)

[**6. Audience And Metrics 4**](#_Toc184467901)

[**7. Marketing And Promotion Plan 4**](#_Toc184467902)

[**8. Previous Success Stories 5**](#_Toc184467903)

[**9. Contact Information 5**](#_Toc184467904)

|  |  |
| --- | --- |
| Introduction | Provide an overview of the podcast, its purpose, and why sponsors should align with it. Include the podcast's mission, themes, and audience appeal. |

|  |  |
| --- | --- |
| Podcast Overview | Provide sponsors with an overview of the podcast's scope, demonstrating how its content resonates with a targeted audience. Include information like the podcast genre, themes, publishing frequency, content style, episode length, notable episodes, and guests. |

|  |  |
| --- | --- |
| 1. Sponsorship Opportunities | Show how sponsors can seamlessly integrate branding into your content while reaching an engaged audience. |

|  |  |
| --- | --- |
| 1. Benefits Of Sponsoring | Use listener loyalty and authentic engagement as central selling points. Emphasize the podcast's ability to build genuine connections between sponsors and the audience. |

|  |  |
| --- | --- |
| 1. Sponsorship Packages | Detail the available sponsorship packages. Include the benefits associated with each level of sponsorship. |
| **Platinum Sponsorship Package** | |
|  | |
| **Gold Sponsorship Package** | |
|  | |
| **Silver Sponsorship Package** | |
|  | |
| **Bronze Sponsorship Package** | |
|  | |

|  |  |
| --- | --- |
| 1. Audience And Metrics | Present this data to demonstrate the podcast's impact and growing influence, which are key metrics for sponsors.  **Demographics:** Describe your audience by age, gender, location, and interests.  **Reach:** Include the average number of downloads per episode or monthly stats.  **Engagement:** Highlight listener feedback, reviews, or social media interactions.  **Growth Trends:** Show audience growth over time, backed by clear data. |

|  |  |
| --- | --- |
| 1. Marketing And Promotion Plan | Reassure sponsors of consistent and comprehensive promotion throughout the partnership. Detail how the podcast will promote sponsors through multiple channels:  **Pre-Launch Promotion:** Announcing sponsorships on social media and in episode previews  **During Episodes:** Personalized ad reads, branded segments, or sponsor mentions  **Post-Episode Engagement:** Continued visibility through show notes, emails, and social media recaps. |

|  |  |
| --- | --- |
| 1. Previous Success Stories | If the podcast is new, use testimonials or feedback from guests or listeners to build credibility. Provide examples of past sponsorships:  Testimonials from previous sponsors  Success metrics including increased sponsor sales or website traffic from podcast listeners |

|  |  |
| --- | --- |
| 1. Contact Information | Sponsorship Coordinator's Name  Email Address  Phone Number  Podcast Website and Social Media Handles |

Document Sign-Off

|  |  |  |
| --- | --- | --- |
| Prepared By |  |  |
| Name | | |

|  |
| --- |
| Reviewed By |
| Name | |

|  |
| --- |
| Approval |
| Name | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |