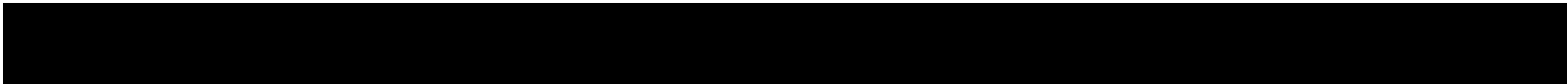
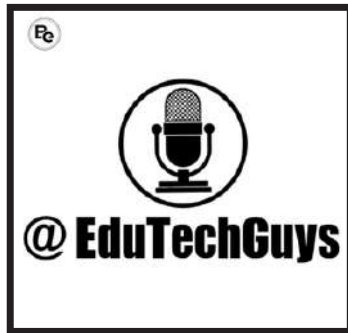




# EDTECH STARTUP SHOWCASE PODCAST SERIES

EXCLUSIVE OPPORTUNITY FOR  
EDTECH STARTUPS



# OPPORTUNITY FOR STARTUPS

## EdTech Startups Cohort

### Exclusive Series and Pricing for Qualifying Early-Stage Startups

#### Features:

- Company will be one of only six (6) featured startups in the founding cohort of an all-new show on the Be Podcast Network: the "EdTech Startup Showcase."
- Participation is for 12 months (one full season of the show), hosted by experienced Be Podcast Network education podcast hosts, and have its own dedicated website.
- Company will be the exclusive guest on a minimum of four (4) episodes of the series.
- Company will receive multimedia Audiograms and social media promotion for its episodes.
- Company's advertising will run year-round on the podcast series, on a minimum of two (2) episodes each month. Company's advertising will also be featured across other Be Podcast Network shows.
- Two (2) email sends will go out to Network subscriber list highlighting the six featured startups.
- Company's leader and/or customer will be guest on one (1) additional Network show.

#### Pricing:

- \$2,500 per company
- Full payment due up front

#### Value:

- Benefits are equivalent to Elite Production Services package, at \$4,995/month with a six-month minimum commitment (\$30,000 minimum spend).
- Only six company slots available per year.
- For a heavily discounted rate, startup companies will have year-long marketing and promotional benefits, enabling a deeper dialog with K-12 decision-makers.
- Company representatives will have opportunities to be guests on other network podcasts, as relevant.
- Companies will have priority access and discounts to work with Be Podcast Network on other series or marketing opportunities.

#### Terms:

- All participating companies are expected to sign on and make payment prior to series start, to enable effective editorial planning and content strategy.
- Network will be sole determiner of companies' eligibility for early-stage startup opportunity.
- Companies will contract directly with Network.

# A VALUABLE AUDIENCE

"Podcasts are an interesting marketing channel because they help with trust as much as awareness. A podcaster's audience already trusts them as the host...you're borrowing trust..."

Erik Huberman, *The Hawke Method*  
CEO of \$150M marketing firm

"I trust the content I receive from Transformative Principal."  
87% rated this 4+ on a 4-5 scale

Podcast industry:

- 465M listeners globally, 160M in US
- 41% of US population listens monthly, 28% weekly
- 69% of listeners have learned about new brands through ads
- Education is 5th most popular genre

Is this a valuable part of your professional learning?

- Podcasts: 84% said "yes"
- Transformative Principal: 91% said "yes!"



Our listeners:

- Professional and personal purchasing power
- Want to hear discussion of topics relevant to their work
- Express interest in advertisers who offer PD, tech products for school or district adoption, discounted services for educators, and opportunities for their own growth and learning

"Most of the leads to our website are from Transformative Principal."

Mark Combes,  
John Catt Educational  
longtime sponsor

\*Data from 2022 Transformative Principal listener survey and 2023 DemandSage report

Among 3 million+ RSS-based podcasts globally, our network includes:

15 shows that rank in the

TOP

**10%**

or better

4 shows that rank in the

TOP

**2.5%**

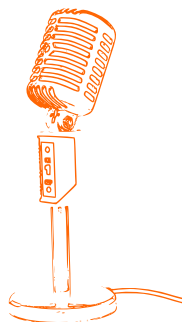
or better



Downloads:

**50,000 monthly**

**>2 million total**



Who listens:

- School and district leaders
- Technology leaders
- Teachers and special educators
- Founders, CEOs, and marketers
- L&D professionals
- Parents and students
- Coaches and more

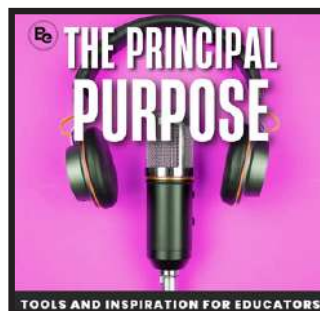
# GENERAL INFORMATION

## SPONSORSHIPS

Network sponsorships allow your advertising to be integrated throughout all programming. We provide a variety of creative options to give you a substantive introduction to our audience and numerous touchpoints, moving listeners from awareness, to affinity, to action. Here is a sampling of our popular packages:

	Tier 1	Tier 2	Tier 3
Dynamic Audio Ads	✓	✓	✓
Interview-Style Ads		✓	✓
Email Send		✓	✓
Full Interview(s)			✓
Social Media Promotion			✓
Custom Benefits			✓

All sponsorship packages are custom built, based on sponsor's specifications. Options range from \$1000 - \$3000+ per month.



# PRODUCTION SERVICES

Access the full benefits of the Be Podcast Network by working with us to produce your own custom branded podcast series. All series include:

- Inclusion in the Be Network directory
- Dedicated feed
- Full episode editing
- Full transcript
- Production of Audiograms
- Social media post on Network accounts
- Monthly stats report
- Quarterly review of editorial plan

You can be as heavily involved as you like - hosting the show yourself, booking your own guests, and guiding your own editorial vision - or you can sign up for a fully turnkey experience where we'll handle that all for you. Packages range from \$1500 - \$4995 per month. Options available in our different tiers include:

Up to 4 episodes per month

Cross-promotion on Network shows

Advertising on network shows

Assistance sourcing guests

Network-provided show host

Dedicated website



## WORK WITH US:

Contact our team to join as a sponsor, launch your own show through our production services, or to request a custom quote.

Jethro Jones, co-founder  
jethro@bepodcast.network

Ross Romano, co-founder  
ross@bepodcast.network

 <https://bepodcast.network>

 @BePodcastNet

 [linkedin.com/company/be-podcast-network](https://www.linkedin.com/company/be-podcast-network)