



Sponsor Ship

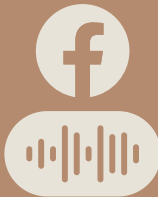
PODCAST

ON THE RAIL
PODCAST

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2024

ON THE RAIL PODCAST WITH LIZ & JENNA



4.8K+

FOLLOWERS



56.3K+

AUDIENCE



5 STAR

REVIEWS



124K+

DOWNLOADS

**Analytics updated 4.2.24

About Us

We are an industry leading podcast that launched in **August of 2022**, bringing to light the American stock horse show industry & all that it has to offer! Jog along as we deep dive with industry leaders & professionals to get the full scope of our community. On The Rail Podcast was created to give the opportunity to open the gates for great conversation within the industry.

We're sitting down with some of the amazing professionals we find within the industry, conversing on hot topics, and just spotlighting our show pen and everything that includes. We have been enlightened, humbled, and grown personally from this industry ourselves, but we can both agree there is no goal achieved or money to be made that replaces the feeling of doing something you truly love. Our listeners get to train with the experts on how to dig in, do the work, and tackle their biggest goals along the way.

Jog Along with Us!

Ride Down the Center!

ON THE RAIL
PODCAST

✦ More Statistics

54%
PLAYS ON APPLE
PODCAST

27.5%
AUDIENCE AGE
OF 28-34

90.2%
FEMALE
AUDIENCE

19,199
AVERAGE PLAYS
PER 30 DAYS

1,225
SITE SESSIONS
IN 30 DAYS

975
UNIQUE VISITS
IN 30 DAYS

493
ON OUR EMAIL
LIST

13,511%
WEBSITE
GROWTH IN 30
DAYS

As the hosts of *On The Rail Podcast*, we are incredibly excited about the rapid growth our podcast has experienced in recent months. Our website alone has seen a staggering increase of **13,511%** in unique visits over the past **30 days**. This surge in engagement is a testament to the value our content provides to our listeners, and we are eager to continue expanding our reach and impact in the equine community.

As we explore opportunities for sponsorship, it's important to us to maintain the authenticity and integrity of our brand. We understand the significance of partnering with businesses that align with our values and resonate with our audience. Rather than simply seeking sponsors for the sake of monetization, we are committed to fostering genuine connections with brands that share our passion for the topics we discuss on our podcast.

On the next page, you will find various levels of sponsorship opportunities tailored to accommodate different budgets and objectives. We invite businesses that share our enthusiasm for our podcast's content and audience to join us in this exciting journey. Together, we can create meaningful partnerships that benefit both our sponsors and our listeners alike.

Thank you for considering *On The Rail* for sponsorship. We look forward to the opportunity to collaborate with like-minded brands and continue delivering high-quality content to our growing audience.

Liz & Jenna

Sponsorship Levels

Level 1 \$50

This sponsorship offers sponsors entry-level advertising opportunities on our website. While this tier may have fewer promotional benefits compared to higher tiers, they still receive exposure to our audience and recognition on our website.

Level 2 \$100

This level provides sponsors with basic advertising opportunities on our podcast. Sponsors at this level will have their brand mentioned in select episodes through read ads or video ads as well as advertisement space on our website.

Level 3 \$200

This offers sponsors the opportunity to reach our audience through read ads or video ads featured in episodes of our podcast. Sponsors at this level will receive recognition in podcast-related marketing materials and a presence on our website. While this level may not have as extensive as higher levels, they still benefit from reaching our engaged audience and gaining visibility for their brand.

Level 4 \$300

This provides sponsors with valuable exposure through read or video ads featured in select episodes of our podcast. Sponsors at this level will benefit from targeted promotion to our dedicated listeners, helping to increase brand visibility and engagement. This level will also receive recognition in podcast-related marketing efforts and a prominent presence on our website, ensuring brand exposure to our online audience.

Level 5 \$400

Sponsorships at this level offers the highest visibility and exclusive promotional opportunities on our podcast. Sponsors will have their read ads or video ads featured in episodes, reaching our engaged audience directly. Additionally, Level 5 sponsors will receive prominent recognition in all podcast-related marketing materials, including social media shoutouts and mentions in episode show notes. Moreover, they will have prime ad space on our website, ensuring continuous exposure to our online visitors.

For most of our sponsorship levels, audio read ads up to 30 seconds in select podcast episodes, which can be provided by your company or read by our hosts, Liz or Jenna. Additionally, sponsors have the option to include video ads under 30 seconds on our YouTube channel. For further information on ad specifications and to discuss additional promotional opportunities, please reach out to us at hello@ontherailpodcast.com.