



2022

Podcast Sponsor Guidelines



PRODUCED BY STEPHANIE RODRIGUEZ

USOLMT – www.usolmt.com

4/28/2022

PODCAST SPONSOR GUIDELINES

THE USOLMT PODCAST PRODUCED BY STEPHANIE RODRIGUEZ

INTRODUCTION

The USOLMT Massage Podcast is an education podcast for Massage Therapists. The podcast episodes are recorded and released bi-weekly, every other Thursday. Listeners learn about all sorts of important topics in Massage Therapy by listening to the USOLMT massage podcast, gaining valuable knowledge and resources, enhancing their skillset, and learning to make the world of massage a brighter and better place

SPONSORS

Sponsorship brings an additional stream of revenue into the USOLMT Association and helps us continue our great work in elevating our massage community across the United States. We look forward to working with you while growing your reputation and visibility, as well as our podcast's listenership as partners in positive collaboration.

HOW IT WORKS

Sponsors will receive a 30 second advertising spot at the beginning, middle, or end of each podcast.

Sponsors may submit a written script for us to read during the advertising spot, or we may create one for you.

There are multiple levels of sponsorship.

LOW-COST SPONSORSHIP LEVELS & 2022 PRICING

Platinum Sponsor:	30 second ad, middle of podcast	\$39
Gold Sponsor:	30 Second Ad, Beginning of podcast, after intro	\$29
Silver Sponsor:	30 Second Ad, End of podcast, before outro	\$19

*Price is per episode. If you would like a long-running ad across multiple episodes, please contact us at usolmt@gmail.com.

HOW TO SPONSOR OUR PODCAST:

- Purchase your sponsorship spot in the USOLMT Store.
 - [Platinum Sponsorship](#)
 - [Gold Sponsorship](#)
 - [Silver Sponsorship](#)
- USOLMT will contact you within 3 business days to discuss your sponsorship. Please provide your email address and phone number with your order.
- Submit all materials by **7 days** prior to the event (Deadline)
 - 30-Second Script

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- Logo, if you'd like to have it on our podcast announcements on social media
- Submit all information to usolmt@gmail.com with Sponsor in the subject line
- USOLMT will record your ad, add it to our podcast, and you will see it on your release date. If you wish to pre-approve your ad, please let us know, otherwise, there will be no pre-approval process.

Quarter 1 – Season 3, 5 Episodes, 1/6 to 3/3

Episode 1 – COMPLETE

Solicit Guests: December 9 – December 16
Guest Info Due: December 16
Guest Communication: December 30
Recording Date: January 2
Release Date: January 6

Episode 2 – COMPLETE

Solicit Guests: December 23-December 30
Guest Info Due: December 30
Guest Communication: January 14
Recording Date: January 16
Release Date: January 20

Episode 3 - COMPLETE

Solicit Guests: January 6 – January 13
Guest Info Due: January 13
Guest Communication: January 28
Recording Date: January 30
Release Date: February 3

Episode 4 - COMPLETE

Solicit Guests: January 20-27
Guest Info Due: January 27
Guest Communication: February 11
Recording Date: February 13
Release Date: February 17

PODCAST SPONSOR GUIDELINES

Episode 5 - COMPLETE

Solicit Guests: February 3 – February 10
Guest Info Due: February 10
Guest Communication: February 25
Recording Date: February 27
Release Date: March 3

Quarter 2, Season 4, 4 Episodes, 4/14 – 6/9

Episode 1 - COMPLETE

Solicit Guests: March 17 – March 24
Guest Info Due: March 24
Guest Communication: April 8
Recording Date: April 10
Release Date: April 14

Episode 2 - COMPLETE

Solicit Guests: March 31 – April 7
Guest Info Due: April 7
Guest Communication: April 22
Recording Date: April 24
Release Date: April 28

Episode 3

Solicit Guests / Sponsors: April 28-May 5
Guest Info Due: May 5
Sponsor Ads Due: May 19
Guest Communication: May 20
Recording Date: May 22
Teasers Due: May 23
Editing Dates: May 23-25
Release Date: May 26

Episode 4

Solicit Guests / Sponsors: May 12-19
Guest Info Due: May 19
Sponsor Ads Due: June 2
Guest Communication: June 3
Recording Date: June 5
Teasers Due: June 6
Editing Dates: June 6-8
Release Date: June 9

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Quarter 3 – Season 5, 6 Episodes, July 7 – Sept. 15

Episode 1

Solicit Guests/ Sponsors:	June 9 – June 16
Guest Info Due:	June 16
Sponsor Ads Due:	June 30
Guest Communication:	July 1
Recording Date:	July 3
Teasers Due:	July 5 (Postponed 1 Day due to Holiday)
Editing Dates:	July 5-6 (Limited due to Holiday)
Release Date:	July 7

Episode 2

Solicit Guests/Sponsors:	June 23-June 30
Guest Info Due:	June 30
Sponsor Ads Due:	June 14
Guest Communication:	July 15
Recording Date:	July 17
Teasers Due:	July 18
Editing Dates:	July 18-20
Release Date:	July 21

Episode 3

Solicit Guests/Sponsors:	July 7 – July 14
Guest Info Due:	July 14
Sponsor Ads Due:	July 28
Guest Communication:	July 29
Recording Date:	July 31
Teasers Due:	August 1
Editing Dates:	August 1-3
Release Date:	August 4

Episode 4

Solicit Guests/Sponsors:	July 21 – July 28
Guest Info Due:	July 28
Sponsor Ads Due:	August 11
Guest Communication:	August 12
Recording Date:	August 14
Teasers Due:	August 15
Editing Dates:	August 15-17
Release Date:	August 18

PODCAST SPONSOR GUIDELINES

Episode 5

Solicit Guests/Sponsors:	August 4 – August 11
Guest Info Due:	August 11
Sponsor Ads Due:	August 25
Guest Communication:	August 26
Record Date:	August 28
Teasers Due:	August 29
Editing Dates:	August 29-31
Release Date:	September 1

Episode 6

Solicit Guests/Sponsors:	August 18 – August 25
Guest Info Due:	August 25
Sponsor Ads Due:	September 8
Guest Communication:	September 9
Record Date:	September 11
Teasers Due:	September 12
Editing Dates:	September 12-14
Release Date:	September 15

Quarter 4 – Season 6, 4 Episodes, 10/13 – 12/8

Episode 1

Solicit Guests/Sponsors:	September 15 – September 22
Guest Info Due:	September 22
Sponsor Ads Due:	October 6
Guest communication:	October 7
Record Date:	October 9
Teasers Due:	October 10
Editing Dates:	October 10-12
Release Date:	October 13

Episode 2

Solicit Guests/Sponsors:	September 29 – October 6
Guest Info Due:	October 6
Sponsor Ads Due:	October 20
Guest Communication:	October 21
Record Date:	October 23
Teasers Due:	October 24
Editing Dates:	October 24-26
Release Date:	October 27

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Episode 3

Solicit Guests/Sponsors:	October 13-October 20
Guest Info Due:	October 20
Sponsor Ads Due:	November 3
Guest Communication:	November 4
Record Date:	November 6
Teasers Due:	November 7
Editing Dates:	November 7-9
Release Date:	November 10

Episode 4

Solicit Guests/Sponsors:	November 10-November 17
Guest Info Due:	November 17
Sponsor Ads Due:	December 1
Guest Communication:	December 2
Record Date:	December 4
Teasers Due:	December 5
Editing Dates:	December 5-7
Release Date:	December 8

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