



BE PART OF THE MAGIC.



**THE ZD EXPERIENCE
PARTNERSHIP OPPORTUNITIES | 2025**

JOIN A GROWING MOVEMENT OF MUSIC, CULTURE & COMMUNITY

ABOUT US

The ZD Experience, founded by vocalist Zandrina Dunning and musical director Stephen Washington, is a concert and event series that bridges the arts and the community through immersive, inspiring live experiences. What began in 2019 with a tribute show to Aretha Franklin has grown into a production company known for sold-out shows, cultural events, and deep community connections.

We're now expanding our platform with the launch of:

- **The ZD Experience Podcast** – A fresh, reimagined space for community voices, compelling interviews, and ad/sponsor opportunities. The podcast is rooted in our proven history of powerful storytelling and connection, now positioned for even broader reach and deeper impact. It's a platform where meaningful content meets mission-driven partnerships.
- **The Good Day Candle** – A lifestyle product aligned with our uplifting and creative brand.

Impact at a Glance

- 3 years of radio broadcasting on Ohm Radio
- Over 200 featured guests
- 912,000 total listeners worldwide
- 16,000+ minutes streamed
- Trusted voice in Charleston's arts, culture, and community space

Audience Snapshot

- Age: 25–65 (core demographic: 30–65)
- Gender: 65% Female
- Reach: National & international podcast listeners, plus thousands of in-person event attendees
- Values: Creativity, wellness, inspiration, arts & culture

Proven Success

- 3 years of impactful radio interviews and storytelling
- Tribute concerts with 650–1500 attendees (Queen of Soul, Tina Turner, Pink Floyd)
- Boutique concerts & talk shows with 50–100 highly engaged guests
- Sold-out shows at Piccolo Spoleto, Kiawah Island, and venues across Charleston

2025-2026 PARTNERSHIP PACKAGES

THE HEADLINER – \$10,000 (YOUR BRAND TAKES CENTER STAGE)

- Top presenting logo placement across all promotions
- Ad spots on all podcast/talk show episodes for 12 months
- Quarterly feature/interview on the podcast
- VIP access & marketing table at all live shows
- Collaborative social media & content strategy

THE SHOWSTOPPER – \$5,000 (A POWERFUL PRESENCE FOR HALF THE SEASON)

- Ad spots on all podcast/talk show episodes for 6 months
- 2 podcast guest appearances within a year
- VIP access, marketing table, & logo on marketing materials for a half year
- 3 Collaborative social media posts within 6 months

THE SPOTLIGHT– \$2,500 (A DYNAMIC QUARTER TO SHINE)

- 3 months of podcast ads + 1 guest spot
- Logo on ad materials, 2 VIP event tickets for 3 events within the year
- Two social media collaborative posts

THE BACKSTAGE PASS - \$1500 (GET BEHIND THE SCENES WITH VISIBILITY)

- 1 month of podcast ads + 1 guest spot
- 2 social posts & swag bag insert for 2 live shows
- Logo on select ad materials, VIP access to 2 shows for 2

THE WARM-UP – \$500 (START THE CONNECTION WITH OUR AUDIENCE)

- On-stage acknowledgment at a live event
- 1 social post & swag bag insert
- 2 VIP tickets for one live event

Packages can be tailored to fit your business needs. All packages include shout outs at our live talk show events for the year, cross promotional opportunities, & a Good Day Candle.



2025 CLIENTS



INTERNATIONAL
AFRICAN AMERICAN
MUSEUM



AfroSouth
FILM FESTIVAL



THE CITY OF CHARLESTON
Office of Cultural Affairs



THE SOPHIA INSTITUTE



City of
**NORTH
CHARLESTON**
CULTURAL ARTS DEPARTMENT



2025 PARTNERS

(Click the logo to learn more about each brand.)



Manzi Lux




**YOUR
BRAND**




JOIN US AND LET YOUR BRAND SHINE!

Becoming a partner of The ZD Experience means aligning your brand with a platform that inspires, engages, and uplifts audiences around the globe. Together, we can create powerful connections and unforgettable experiences. Don't miss this opportunity to be part of something extraordinary.

WE'RE EXCITED TO HEAR FROM YOU.

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