



ELEVATE YOUR RIDE

SPONSORSHIP OPPORTUNITIES



Elevate Your Ride, a Health and Fitness Podcast for Equestrians, is Searching for Sponsors!

What We Do

Elevate Your Ride includes a podcast, email mailing list, blog, and social community. Our goal is to provide discussion and education about health, fitness, and mindset topics for equestrians looking to elevate their performance in the saddle



Who We Are

Elevate Your Ride is brought to you by health and fitness professionals in the horse industry. Our co-hosts Ellie Stiller and Lauren Crivelli are dedicated to providing credible information and resources about health and fitness that are relevant for the competitive equestrian

What We're Looking For

We're searching for sponsors to help support the production of Elevate Your Ride. Our ideal sponsor shares our core value of helping equestrians elevate their performance in the saddle

Our sponsor fees will help cover equipment, marketing, business subscriptions, editing software, travel expenses, and more. While we love hosting this podcast, it isn't free!



Supporter \$50

Your Name on our Website
One Social Media Shoutout

Bronze- One Episode Sponsor \$150

Your Name/Logo/Link on Our Website
Thanked as a Bronze Sponsor in One Podcast Episode (End of Episode)
Thanked as a Bronze Sponsor in the Notes of One Podcast Episode
Thanked as a Bronze Sponsor in One Marketing Email
One Social Media Shoutout
\$150 Price Per Episode
52 Total Spots/Year Available

Silver- One Month Sponsor \$500

Your Name/Logo/Link on our Website
Thanked as a Silver Sponsor in Four Podcast Episodes (End of Episode)
Thanked as a Silver Sponsor in the Notes of Four Podcast Episodes
Thanked as a Silver Sponsor in One Marketing Email
Four Social Media Shoutouts
\$125 Price Per Episode
12 Total Spots/Year Available

Gold- Six Months Sponsor \$2,400

Your Name/Logo/Link on our Website
8 Second Ad Promoting Your Business on 26 Podcast Episodes (2/3 Way Through Episode)
Thanked as a Gold Sponsor in the Notes of 26 Podcast Episodes
Thanked as a Gold Sponsor in Six Marketing Emails
An Entire Blog Post About You and Your Business
26 Social Media Shoutouts
\$100 Price Per Episode
4 Total Spots/Year Available

Platinum- One Year Sponsor \$3,600

Your Name/Logo/Link on our Website
Listed as a Platinum Sponsor on EYR Merchandise + One EYR Shirt
15 Second Ad Promoting Your Business on 52 Podcast Episodes (1/3 Way Through Episode)
Thanked as a Platinum Sponsor in the Notes of 52 Podcast Episodes
Thanked as a Platinum Sponsor in Twelve Marketing Emails
An Entire Blog Post About You and Your Business
An Entire Podcast Interview With Just You
52 Social Media Shoutouts
\$75 Price Per Episode
2 Total Spots/Year Available

Why You Should Sponsor

Unique Marketing Opportunity

Elevate Your Ride's target audience is working amateurs looking to elevate their riding. If you have a business that benefits working amateurs and improves their performance in the saddle, our listeners are your ideal client

Why Our Listeners Are Right for You

Elevate Your Ride is dedicated to providing health and fitness education and resources for equestrians. Our listeners are growth minded competitors who truly want to improve their performance, and are willing to put in the time, money, and resources that it takes. Our listeners are ready to take their riding to the next level and trust our recommendations to take them there

Marketing Plan

1x Weekly Podcast Episodes

3x Weekly Instagram, Facebook, and Tik Tok Posts

2x Weekly Facebook Group Posts

2x Monthly Blog Posts

1x Monthly Email Marketing

Vendoring at Horse Shows Throughout the Year

Magazine Publications, Web Articles, Merchandise, and other

Marketing Tools Throughout the Year

Exposure

According to the Super Listeners study, after listening to a podcast ad 74% of listeners visited an advertised business, 65% purchased their product or service, and 54% recommended their product or service to others

Our Spotify Analytics Show that Our Audience Includes:

86% US Citizens

92% Female Listeners

19% Ages 23-27

26% Ages 28-34

20% Ages 35-44

After Our First 120 Days We Reached:

1,699 Spotify Podcast Episode Plays

240 Spotify Followers

34,435 Instagram Accounts

10,127 Tik Tok Accounts

1,675 Facebook Accounts

294 Private Facebook Group Members

1,888 Social Media Followers

1,351 Website Visitors

31+ Positive Testimonials

Average of 1 new clients/week for the host's fitness and mindset coaching businesses

Sponsor Requirements

Elevate Your Ride reserves the right to deny an individual or a business that wants to sponsor. Elevate Your Ride will only work with sponsors with good reputations and ethical business practices

Supporter, Bronze, and Silver Level

Any individual or business may apply for these levels of sponsorship. We encourage individuals and businesses in the horse community to sponsor, but we will accept others who are not in the horse industry!

Gold and Platinum Level

These levels are reserved for equestrian related businesses that are relevant to our audience. Our goal for this level of sponsorship is to find brands that meet our core value of helping equestrians elevate their performance in the saddle- including (but not limited to): equestrian workout apparel, equestrian fitness equipment, other health related businesses, etc

Steps to Becoming a Supporter

Step 1

Fill out your information and pay your Supporter Fee with the Supporter Link under the “Sponsor Us” tab our website, or email Ellie for the link at elevate.your.ride.eq@gmail.com
You are now a Supporter of Elevate Your Ride!

Steps to Becoming a Sponsor

Step 1

Establish communication with Elevate Your Ride. Send Ellie an email at elevate.your.ride.eq@gmail.com

Step 2

Fill out the Sponsor Application form that Ellie will send to you

Step 3

Sign our Sponsor Contract

Step 4

Pay your invoice within 5 days of signing the Contract

Step 5

Send all necessary marketing materials within 5 days of signing the contract to Ellie at elevate.your.ride.eq@gmail.com
You are now a Sponsor of Elevate Your Ride!

FAQ

How Long Will My Name/Business Be Listed as a Sponsor on your Website?

Once you become a sponsor you will always be listed on our website!

How Long Will My Name/Business Be Listed as a Sponsor during your Podcast Episodes?

For the duration of the term of your sponsorship level

Will I Receive an Analytics Report?

Yes! EYR will send out a monthly analytics report to sponsors that will include Spotify, website, and social media analytics

What is the Payment Policy?

Once communication is established between the sponsor and EYR, EYR will send an invoice with a due date. EYR will not provide any advertisement for the sponsor until the invoice is paid and all marketing materials are sent to EYR

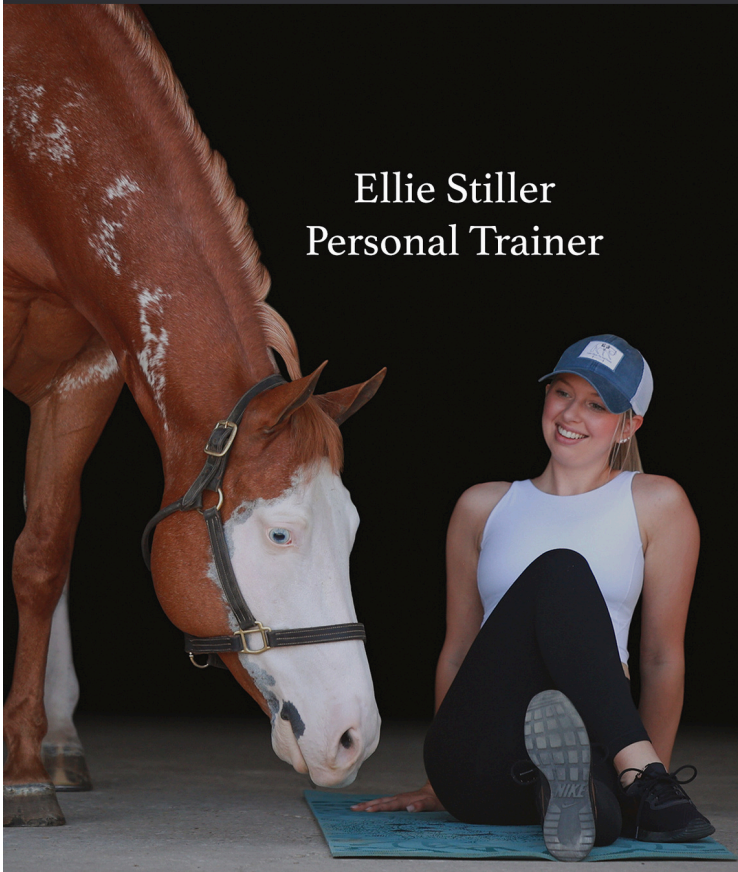
When Can We Get Started?

As soon the advertiser's invoice is paid, proper marketing materials are sent over to EYR, and a contract is signed!



ELEVATE YOUR RIDE

Ready to Sponsor?
Contact Ellie Stiller
elevate.your.ride.eq@gmail.com
elevateyourride.co



Ellie Stiller
Personal Trainer

Lauren Crivelli
Mindset Coach



