



## **Sponsor Guidelines for Theta Wave Blue Podcast Studios**

Welcome to Theta Wave Blue Podcast Studios! We're thrilled to have you as a sponsor!

We make it easy and affordable for you! We can even film your commercial spot for you!

Read through, click the email link at the bottom to get special deals and stackable discounts!

To ensure a successful partnership, please follow these guidelines:

### **Content and Tone**

- Keep your message positive, upbeat, and optimistic.
- Avoid politics, negativity, or disparaging remarks about any individuals, groups, organizations, or governments.
- Focus on promoting your product or service in an informative and engaging manner.

### **Ad Format and Delivery**

- Provide a script or outline for host-read ads, subject to our approval.
- For pre-recorded ads, ensure high-quality audio production.
- Keep ads concise and focused, about 15 seconds in length.
- Speak clearly and at a moderate pace to maintain listener engagement.

### **Technical Requirements**

- Submit all ad materials at least 7 business days before the scheduled episode.
- Provide high-resolution logos and any visual assets for show notes and social media.
- Ensure all submitted content adheres to copyright laws and advertising regulations.

### **Sponsorship Details**

- Clearly specify the products or services to be promoted.
- Provide accurate discount codes or special offers, if applicable.
- Include precise details for show notes, such as website links and social media handles.

### **Compliance and Approvals**

- All sponsorship content must comply with relevant advertising laws and regulations.
- Theta Wave Blue Podcast Studios reserves the right to review and approve all ad content.
- Any changes to agreed-upon content must be communicated and approved in advance.

### **Metrics and Reporting**

- Define key performance indicators (KPIs) for measuring campaign success.
- Agree on reporting frequency and format for sponsorship performance updates.

### **Brand Alignment**

- Ensure your brand values align with those of Theta Wave Blue Podcast Studios.
- Maintain consistency in messaging across different episodes or campaigns.

### **Communication**

- Designate a primary point of contact for all sponsorship-related matters.
- Respond promptly to any queries or requests from our team.

Let's talk about building your brand! Low prices, high quality, high value for you!

Call Norm at (412) 352-3343

Sponsor web link: <http://www.thetawaveblue.com/podcast>

Email: [profit@thetawaveblue.com](mailto:profit@thetawaveblue.com)