

# Let's Talk, Iowa!



# PODCAST



## About The Show

Let's Talk, Iowa! is the home for vital conversations Iowans need to have. We go deep on the local politics, healthcare, and community issues that matter to Siouxland.

We believe in the power of local voices. Our breakout episode, "A Mother's Fight to Get Help in Iowa" (86+ downloads), proved that Iowans are ready for a serious, in-depth conversation about family advocacy and mental health.

This is the podcast for listeners who want to be informed, get engaged, and make a difference in our state.

## About Our Audience

We are not a mass-market show; we are a niche, high-value podcast. Our listeners are geographically concentrated in the Siouxland metro area and across Iowa.

When you partner with us, you are not just buying a download number—you are reaching the right people.

You Are Reaching:

- Engaged parents, educators, and community leaders.
- Iowans navigating the state's healthcare and mental health systems.
- Civically-minded residents who want to support local organizations.
- Voters who care deeply about local policy and advocacy.

## About The Host

"Let's Talk, Iowa!" is hosted by Chad Benson, a Sioux City public educator and a passionate advocate for Iowa families.

As an educator and an adoptive parent who has navigated the state's healthcare system, Chad brings a grounded, personal, and community-first perspective to every episode. He's not just a host; he's a neighbor asking the questions that are on his community's mind.



# Real Talk. Real People. Real Policy



## About Our Performance

We value transparency. Our stats show a new show that has already found its voice and a dedicated, passionate audience.

### 285+ All-Time Downloads

86 Downloads on our breakout episode, "A Mother's Fight to Get Help in Iowa"

78 Downloads in the Last 30 Days

Professional Platform: [www.LetsTalkIowa.com](http://www.LetsTalkIowa.com)

## Partnership Opportunities

### Package 1: Episode Sponsor

- One (1) 60-second host-read ad (mid-roll) where your message is personally delivered by our host.
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- One (1) "Thank you" mention at the top of the show.
- Your logo and link in our episode show notes.

### Package 2: Community Spotlight Sponsor

- Sponsor a recurring segment, like "The Community Advocate of the Week" or "The Local Policy Deep Dive."
- This package is ideal for non-profits and organizations wanting to build long-term brand alignment and trust.

### Package 3: The Presenting Partner (Quarterly)

- Quarterly Show Exclusivity: You will be the sole brand advertised on the show for a 3-month (quarterly) partnership.
- Premium Placement: A pre-roll credit ("Let's Talk, Iowa! is brought to you by...") at the top of all episodes published during the quarter.
- Prime Ad Slot: A full 60-second host-read ad (mid-roll) in all episodes.
- Final Mention: A post-roll credit ("Thanks again to our presenting partner, [Sponsor Name]...") at the end of all episodes.
- Homepage Recognition: Your logo and link featured prominently on the [www.LetsTalkIowa.com](http://www.LetsTalkIowa.com) homepage for the entire 3-month period.

I am currently seeking mission-aligned partners who are committed to supporting vital, community-first conversations in Iowa.

To discuss rates and find the right package for your organization, please reach out directly.