



RISING CNY Podcast
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Podcast Roadmap

Rising CNY is a new podcast that highlights the Central New York region, its people, places, and things, and helps listeners navigate the area. Hosted by Lekia K. Hill, the podcast is a trusted space for information, education, and inspiration to the people who live and visit CNY. As a community leader, Lekia has built relationships and insights into the CNY community, which we showcase through the podcast

Our mission is to be a trusted source of information, education, and inspiration to people who live and visit Central New York. We wanted to create an inspiring podcast to foster a sense of connection and community among listeners who share similar values or aspirations. By focusing on uplifting stories or ideas, this podcast can help listeners cultivate a more positive and optimistic mindset about CNY and may help listeners advance in their business and careers or pursue new opportunities..

In addition, through our partnership with Lemoyne College's Keenan Center of entrepreneurship, we are providing students with opportunities to develop and enhance their skills in podcasting. The podcast is recorded and edited in the Makers Department media lab at LeMoyne College's Keenan Center of Entrepreneurship. The team includes Doug Hill and students from LeMoyne and HGM Marketing departments. The platform is used to help students develop and enhance their skills in podcasting, and Lekia ensures that students are a part of every process as her way of giving back to the community.

With the recent announcement of Micron Technologies selecting Central NY to build their microchip plant, we intend to follow this development closely and provide information to the public. We are currently at 56 subscribers, but we intend to increase that number significantly once we launch our marketing campaign.

Why Support Our Podcast

Information

- Provides accurate and up-to-date information about the regional economy, industries, and workforce
- Helps listeners stay informed about local news and events
- Builds trust and credibility with the community by providing reliable information

Education

- Offers insights into various industries and professions, helping listeners learn about different career paths and opportunities
- Provides tips and advice for job seekers, helping them navigate the job market more effectively
- Fosters a culture of learning and personal/professional development within the community

Inspiration

- Success stories and best practices from local business leaders and experts, inspiring listeners to pursue their own goals and dreams
- Encourages listeners to take action and make positive changes in their personal and professional lives
- Helps foster a sense of community and pride in the region by highlighting the achievements and accomplishments of local residents and businesses

Listener Profile

Our target listeners are emerging and scaling entrepreneurs, developers and business leaders

The listener is between the ages of 27-55

Big tech users and podcast junkies

Value

Podcast			Audience		
Benefits	Experience	Features	Wants	Fears	Needs
<ul style="list-style-type: none">• Credibility & Reliable source of information• Learn about opportunities• Fosters culture	<ul style="list-style-type: none">• Business leaders, professionals and expert advice• Hear from community members directly	<ul style="list-style-type: none">• Video• Giveaways• Connections	<ul style="list-style-type: none">• Valuable information & content• Resources• Inspiration	<ul style="list-style-type: none">• FOMO- Fear of Missing Out	<ul style="list-style-type: none">• Connection• To know where the opportunities are• Reliable and credible sources

Package

LEVELS





Presenting Sponsor

\$10,000

- Naming Rights: Become the presenting sponsor of the Rising CNY podcast for the entire season.
- Logo Placement: Your company logo will be prominently displayed on all podcast marketing materials, including the podcast's website, social media posts, and email newsletters.
- Ad Spots: Receive three 30-second ad spots per episode to promote your business or service to our audience.
- Guest Appearance: You'll have the opportunity to be a guest on one of our episodes and speak about your business, services or products.

Promotions: Exclusive promotions on the podcast's social media pages and newsletters.



Corporate Sponsor

\$5000

- Logo Placement: Your company logo will be displayed on all podcast marketing materials, including the podcast's website, social media posts, and email newsletters.
- Ad Spots: Receive two 30-second ad spots per episode to promote your business or service to our audience.
- Guest Appearance: You'll have the opportunity to be a guest on one of our episodes and speak about your business, services or products.
- Promotions: Promotions on the podcast's social media pages and newsletters.



Community Sponsor

\$2,500

- Logo Placement: Your company logo will be displayed on all podcast marketing materials, including the podcast's website, social media posts, and email newsletters.
- Ad Spots: Receive one 30-second ad spot per episode to promote your business or service to our audience.
- Promotions: Promotions on the podcast's social media pages and newsletters.



Supporting Sponsor

\$500

- Logo Placement: Your company logo will be displayed on the podcast's website and mentioned in social media posts and email newsletters.
- Thank You Mention: Receive a thank-you mention in one of our episodes.

Please note that sponsorship opportunities are limited and will be assigned on a first-come, first-served basis. If you're interested in supporting Rising CNY, please contact us as soon

Things to Consider

Presenting

Presenting Sponsorship: This is the highest level of sponsorship and is exclusive to one sponsor. They will be recognized as the "Presenting Sponsor" in all marketing materials, social media posts, and podcast episodes for the entire season. The duration for this sponsorship is the full season of 13 episodes.

Corporate

Corporate Sponsorship: This level of sponsorship is suitable for a company that wants to reach a broad audience in the CNY community. The duration for this sponsorship is 6 episodes, with the sponsor being featured in every other episode.

Community

Community Sponsorship: This level of sponsorship is suitable for a local business or organization that wants to support the CNY community. The duration for this sponsorship is 4 episodes, with the sponsor being featured in every third episode.

Supporter

Supporter Sponsorship: This level of sponsorship is suitable for individuals or small businesses that want to support the podcast and its mission. The duration for this sponsorship is 2 episodes, with the sponsor being featured in every sixth episode.

Giveaways: We will feature giveaways from local and corporate businesses, including our recent partnership with Starbucks, who will be donating baskets. We also plan to showcase emerging start-ups and their products or services.



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Confirmed Guest

C- Suite Confirmed Guest

Jeff Knauss
Chedy Hampson
Acquisitions & ESOPs

Robert Simmons
Jeff Cole
Micron Technologies
Hidden Level

Melanie Littlejohn
Evelyn Ingram
National Grid
Wegmans
Community Engagement

Sheena Solomon
Philanthropy
Gifford Foundation

Adam Weitsman
Ryan Benz
Serial
Entrepreneurship and
Investor-Development

Political Confirmed Guest

**Raquan
Pride-Green**

**Maurice
Brown**

**Paatrona
Rowser**

**Nodesia
Henderson**

thank
Thank
you

Lekia K. Hill

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www.RisingCNY.com

You

You

YOU