



Podcast Sponsor Packet

This packet is designed to attract sponsors who want to reach **Lifestyle Directors**—professionals responsible for enhancing the quality of life and engagement in various communities, master-planned communities, age-qualified communities, and multi-family communities.

Introduction

We are dedicated to empowering Lifestyle Directors across the country by sharing real-world insights, best practices, and valuable resources. Through meaningful conversations and expert interviews, we're creating a platform that supports the people behind thriving communities—and offering sponsors a unique opportunity to connect with the professionals shaping resident experiences nationwide.

- **Podcast Name:** Lifestyle Unplugged with Monica & Lauren
- **Tagline:** Connecting the people who connect communities.
- **What:**

We created this podcast to support and elevate the professionals behind the scenes of vibrant, connected communities: Lifestyle Directors. Each episode delivers insights, tools, and inspiration to help them succeed in their roles and better serve their residents.

As a sponsor, you're aligning your brand with a trusted resource in the industry and directly reaching the individuals who influence programming, purchasing decisions, and community experiences across the country.

Thank you for considering a partnership that not only promotes your business but also empowers the people shaping neighborhood life every day.

- **Why:**

Lifestyle Directors are the unsung heroes of master-planned and HOA communities, bringing residents together, creating memorable experiences, and shaping the heartbeat of neighborhood life. Yet despite their critical role, many operate in isolation, with limited access to support, professional development, or shared resources.

Across the country, we've heard Lifestyle Directors asking for more - more connection, more guidance, more recognition. This Podcast was created to answer that call.

This is the moment to uplift the industry, build a stronger network, and ensure that the people creating community feel like they have one of their own. Your partnership helps fill that void, fueling a movement to educate, empower, and celebrate those who bring neighborhoods to life.

About the Audience: Lifestyle Directors

- **Who:**

This podcast reaches a targeted, high-impact audience of Lifestyle Directors, HOA managers, and real estate developers across the country.

These professionals are responsible for shaping the resident experience in master-planned communities—planning events, managing amenities, fostering connection, and driving engagement. Many also influence or make decisions around vendor partnerships, programming budgets, and community branding.

Our listeners are:

- Community builders and engagement experts
- Based in 55+ communities, mixed-age neighborhoods, and resort-style developments
- Passionate about improving resident life and professional growth
- Actively seeking tools, inspiration, and trusted partners to help them succeed

Sponsoring this podcast gives you direct access to a nationwide network of professionals who are shaping the future of community living—from the ground up.

- **Why:**

Lifestyle Directors are the gatekeepers to vibrant, engaged communities.

They are the trusted, consistent presence in residents' lives, the ones who plan the events, choose the vendors, and shape the everyday experience of the neighborhood. When a Lifestyle Director brings a product, service, or partner into the community, residents trust that it's vetted for quality, value, and fit.

That makes Lifestyle Directors powerful decision-makers and influencers.

They often manage or influence budgets related to:

- Entertainment & event services
- Fitness and wellness programming
- Arts & crafts and educational supplies
- Community tech tools and engagement platforms
- Food & beverage vendors
- Seasonal decor, transportation, and more

By sponsoring this podcast, you're putting your brand directly in front of the people who recommend, book, and buy, and whose endorsement can turn your business into a trusted name across communities.

About the Podcast: The Hosts

Monica Hollins & Lauren Brown

We're Monica and Lauren—two Lifestyle Directors turned podcasting hosts, who are on a mission to support, inspire, and celebrate the people who make communities truly come alive.

We met through our shared passion for lifestyle programming and quickly realized that while every community is unique, the challenges Lifestyle Directors face are often the same: limited resources, competing priorities, and a need for fresh ideas. That's why we started *Lifestyle Unplugged Podcast*, a resource hub designed to help Lifestyle Directors, community leaders, and developers find creative solutions, learn from peers, and feel more connected to the industry.

About Monica

Monica is the founder of Outside the Box Consulting, LLC, and brings over 20 years of experience in creating community, including opening seven major amenities in just six years. She works closely with real estate developers and management companies, providing training to Lifestyle Directors and assisting developers in crafting lifestyle strategies for their communities. Monica also supports amenity layout and planning, ensuring designs and programs align with the community's vision. Her expertise spans master-planned and multi-family developments, delivering end-to-end solutions that are on time, on budget, and designed to elevate resident engagement. Learn more about Monica here: [linkedin.com/in/monicahollins](https://www.linkedin.com/in/monicahollins)

About Lauren

Lauren is the Program Director of Lifestyle for Brighton Corporation, a leading Idaho-based developer, where she oversees programming across multiple communities. With more than 15 years of event planning experience—from corporate events to large-scale neighborhood activations—she knows how to create memorable experiences that bring people together.

For her, lifestyle isn't just about events—it's the heartbeat of a community. Her dedication to building strong, connected neighborhoods has earned her recognition as the 2020 NAHB 55+ Lifestyle Director of the Year and as one of the Idaho Business Review's 2025 Accomplished Under 40. Lauren also started the Lifestyle Director Connect LinkedIn page—a growing hub for Lifestyle Directors to network, share resources, and exchange ideas. Learn more about Lauren here: [linkedin.com/in/laurenmorrisbrown](https://www.linkedin.com/in/laurenmorrisbrown)

More Than a Podcast

Outside of *Lifestyle Unplugged*, we also co-manage **Lifestyle Director Connect (LDC)**, a LinkedIn community that Lauren started as a place for Lifestyle Directors across the country to share resources, swap ideas, and support each other. It's become a vibrant network that continues to grow, and it's just one more way we're working to strengthen the industry.

So join us on Lifestyle Unplugged and Lifestyle Director Connect, whether you're here for a dose of inspiration, practical tools you can use right away, a laugh or two, or

just to feel less alone in your role... welcome, you're in the right place. Check out LDC:
[linkedin.com/groups/9885170](https://www.linkedin.com/groups/9885170)

About the Podcast: The Content

- **Format:** Interviews, Solo Episodes, Panel Discussions, Q&A Sessions, and more!
 - **Episode Frequency:** Weekly
 - **Typical Episode Length:** 30 – 45 Minutes
 - **Key Topics/Themes:**
 - Role & Identity in the Community, Community Programming, Professional Growth & Advocacy, Sponsorships and Vendor Relationships, Collaboration & Influence, Operation & Tools, and more.
 - **Targeted Guest Speakers:** Industry leaders, successful Lifestyle Directors and HOA Managers, Developers, Event Experts, Marketing Experts, Industry Specific Consultants, & more!
 - **Distribution Channels:** Podcasts will be available on Apple Podcasts, Spotify, Google Podcasts, and our [Lifestyleunpluggedpodcast.com](https://lifestyleunpluggedpodcast.com) website.
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4. Our Reach & Growth Potential

- **Launch Date:** Monday, August 25, 2025
- **Pre-Launch Buzz/Strategy:** Social Media Campaigns, Industry Partnerships, Pre-Interviews, Sponsorships
- **Marketing & Promotion Strategy:**
 - Social Media Marketing through Lifestyle Director Connect LinkedIn Group, Applicable Facebook Groups, Industry Forums/Groups, Cross-Promotion with guests & sponsors, appearing on other podcasts, and industry conferences.

- **Projected Downloads/Listeners:** Although we haven't launched, we anticipate this podcast will be listened to by at least 100 listeners initially. As we are able to market the podcasts, we see our numbers increasing.
- **Community Engagement:**
 - Listeners will be encouraged to share ideas and feedback through the Lifestyle Director Connect LinkedIn group and/or Podcast Formsite. Live Q&As will also be held at regular intervals throughout the year. We also plan to recognize Lifestyle Directors throughout the year.

Sponsorship & Advertising Opportunities

Partner with Lifestyle Unplugged to reach a dedicated community of Lifestyle Directors and professionals in the industry. We offer a range of opportunities to help you connect with our audience through candid conversations and authentic resources.

Brand Sponsorship Opportunities

These tiers are designed for partners seeking deep brand integration and a lasting presence across our content and community.

☐ Tier 1: Title Sponsor (Premium)

- ☐ Description: The most prominent sponsorship level, offering deep integration with the podcast and brand.
- ☐ Benefits:
 - ☐ Sponsor Name listed in the podcast title and description, exclusive pre-roll and mid-roll ads, dedicated mention at end-roll, logo on all marketing materials (website, social graphics), mention in show notes with a link, and an opportunity for a sponsored segment or interview.
 - ☐ *Lifestyle Unplugged with Monica & Lauren Sponsored By [Sponsor Name]*
- ☐ Pricing: Starting at \$800/month (3-month minimum commitment)

- ☐ *For October - December, we are offering an introductory rate of \$400/month. Must be secured by August 21, 2025.*
- ☐ Tier 2: Episode Sponsor (Mid-Tier)
 - ☐ Description: A dedicated sponsorship for a specific episode.
 - ☐ Benefits:
 - ☐ Pre-roll and mid-roll ad reads, logo on all episode-specific marketing, and a mention in the show notes with a link.
 - ☐ Pricing: Starting at \$300 per episode
 - ☐ *For August through December, we are offering an introductory rate of \$150. Must be secured by August 21, 2025.*
- ☐ Tier 3: Segment Sponsor (Standard)
 - ☐ Description: Sponsorship of a recurring segment within the show
 - ☐ Benefits:
 - ☐ Dedicated mention at the start of the segment, a shorter ad read, and a mention in the show notes.
 - ☐ *[Sponsor Name] Tip of the Week*
 - ☐ Pricing: Starting at \$200/month (4 episodes)

Advertising Packages & Pricing

These options are for partners seeking focused ad placements within the podcast. All ad reads can be either Host-Read (using a provided script) or Natively Integrated (woven organically into the episode content).

- ☐ Per Ad Rates
 - ☐ Host-Read:
 - ☐ Pre-Roll Ad (15-30 seconds): \$50
 - ☐ Mid-Roll Ad (60 seconds): \$150
 - ☐ Post-Roll Ad (30 seconds): \$75
 - ☐ Natively Integrated:

- ☐ 30 Seconds: \$150
- ☐ 60 Seconds: \$250
- ☐ Host Read Package Rates (Bulk Discounts Apply)
 - ☐ *Ad time to be allocated as pre-roll, mid-roll, or post-roll reads as agreed upon by Sponsor & Hosts.*
 - ☐ 3-Month Package (12 Episodes): \$1,650
 - ☐ 6-Month Package (24 Episodes): \$3,000
 - ☐ 12-Month Package (52 Episodes): \$5,500

Custom Packages: We are happy to discuss your unique needs and create a tailored package.

Payment Terms: **Payment is due before the first ad read.**

Sponsorship Selection Form

Please complete this form to indicate your desired sponsorship or advertising package, and email: hello@lifestyleunpluggedpodcast.com

Company Information

- Company Name: _____
- Contact Person: _____
- Email: _____
- Phone Number: _____

Selection Please check the box for your desired option(s).

Brand Sponsorship

- ☐ [] Tier 1: Title Sponsor | \$800/Month minimum 3 months.
 - ☐ Introductory Rate \$400/Month, minimum 3 month,s and secured by 8/21/25
- ☐ [] Tier 2: Episode Sponsor | \$300 (1 episode)
 - ☐ Introductory Rate \$150/Month, minimum 3 month,s and secured by 8/21/25
- ☐ [] Tier 3: Segment Sponsor | \$200 (4 episodes)

Advertising Packages

☐ Host Read Packages

- ☐ [] 3-Month Package
- ☐ [] 6-Month Package
- ☐ [] 12-Month Package

☐ Per-Ad Rates

☐ Host Read

- ☐ [] Pre-Roll Ad (15-30 seconds)
- ☐ [] Mid-Roll Ad (60 seconds)
- ☐ [] Post-Roll Ad (30 seconds)

☐ Natively Integrated

- ☐ [] 30 Seconds
- ☐ [] 60 Seconds

Read Request: Please specify which Host you would like to read your ad:

Host: _____

Custom Request

- [] I would like to discuss a custom package.

Agreement By signing below, I agree to the selected sponsorship/advertising package and the payment terms outlined above.

- Signature: _____
- Date: _____

Questions? Contact Us! Monica Hollins & Lauren Brown

hello@lifestyleunpluggedpodcast.com

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Website: www.LifestyleUnpluggedPodcast.com