

The Carlos Calderon Show: A Unique Podcast Experience

Overview:

The Carlos Calderon Show is a dynamic podcast distributed across all major platforms and edited for YouTube. It features engaging interviews with high-profile personalities, exploring their journeys, leadership styles, and creative approaches while also addressing current affairs. The podcast blends insightful discussions with humor and relatability, attracting a broad audience.

Notable Guests:

The podcast has welcomed influential figures such as:

- **Maria Elena Salinas:** Esteemed journalist sharing insights on storytelling and media evolution.
- **Emilio Estefan:** Music legend discussing leadership and creativity in the entertainment industry.
- **Congressman Diaz-Balart:** Offering perspectives on political leadership and public service.

Content Focus:

- **Personal Success Stories:** Inspiring narratives on overcoming challenges.
- **Leadership & Creativity:** Exploring innovation, perseverance, and leadership across various industries.
- **Current Affairs:** Thoughtful discussions on relevant topics through the lens of influential figures.

Carlos Calderon's Style:

With a successful career in TV hosting, journalism, and live events, Carlos brings a natural, approachable, and witty style to his podcast. His background allows him to connect effortlessly with guests from diverse fields, fostering thoughtful and enjoyable conversations.

Carlos's mix of humor, empathy, and insightful questioning makes every episode memorable, offering listeners a blend of entertainment and thought-provoking content.

Sponsorship Opportunities:

- **Pre-Roll Only:** \$400 per episode (based on \$25 CPM and 15,000 downloads)
- **Mid-Roll Only:** \$550 per episode (higher price due to increased listener engagement)
- **Post-Roll Only:** \$300 per episode (reflects typical listener drop-off toward the end)
- **Social Media Post Only:** \$650 per post (leveraging 770k followers with high engagement and reach)

Full Sponsorship Package:

- **Podcast Spots (Pre-Roll + Mid-Roll + Post-Roll) + Social Media Post:** \$1,750 per episode
- This package reflects a slight discount from the total of \$1,900 (\$400 + \$550 + \$300 + \$650), encouraging sponsors to opt for comprehensive exposure.

Distribution & Reach:

The Carlos Calderon Show is distributed by Revolver Podcasts, ensuring it is available on all major podcast platforms such as Apple Podcasts, Spotify, and Google Podcasts. Additionally, episodes are edited for YouTube, extending the reach across multiple digital channels.

For more information, reach out to learn how partnering with The Carlos Calderon Show can elevate your brand. We look forward to crafting a sponsorship package that aligns with your marketing goals and engages our audience.