



HOST: JERROD PICKERING



TEACHERS TO TRAVELERS

PODCAST

Teachers to Travelers

Teachers to Travelers is the weekly video podcast, hosted by travel advisor Jerrod Pickering. Each episode explores real stories, expert tips, and cultural insights from globetrotters, foodies, and industry pros—showing how travel can teach us more than any classroom ever could.

- Top 30% of Spotify Podcasts with Video in 2024!
- Published on the following platforms
 - Spotify
 - Apple Music
 - Amazon Music
 - YouTube
- Each episode is published weekly
 - Episodes are also broken down into short form video for social media posting

Teachers to Travelers Macro Metrics

- Over 20,000 listeners across all platforms
- 40,000 plays
- 20,000 website visits
- 11+ Platforms

Top 30% podcast with video on Spotify in 2024!

About Our Audience

- 55% Men/45% Women
- Age: 35-45
- 98% Live in the United States
- Household Income: \$200,000
- Technology Consultant/Small Business Owner
- Home Owner- \$400k-\$500k
- Number of Children- 3



Let Me Introduce You To

- Meet Matt
- 37 Years Old
- Family man with a wife and kids
- Master's Degree
- Hobbies include
 - Traveling
 - Cycling
 - Attending Kid's Sporting Activities
 - Part of a local whiskey club



Matt's Life

- Goals
 - Rely on small business ownership rather than a side hustle
 - Finding More Time to Travel
- Challenges
 - Finding work/life balance
- Preferred Brands
 - Apple
 - Samsung
 - Ford





Activation Opportunities

Choose the Activation That Best Fits Your Needs!


Activation Idea #1 Build Your Brand!

COMBINING STORYTELLING,
EXPERIENTIAL MARKETING
AND BRANDING IS A GREAT
WAY TO SPEAK TO YOUR
AUDIENCE IN A WAY THAT
RESONATES WITH THEM

WANT TO SEND A
MESSAGE TO YOU
AUDIENCE ABOUT WHO
YOU ARE AND WHAT YOU
DO?

INTERESTED IN SHOWING
OUR AUDIENCE THAT
YOU BELIEVE WHAT THEY
BELIEVE?





**RUN A CONTEST GIVING
AWAY PRODUCT IN
EXCHANGE FOR OUR
AUDIENCE'S EMAIL
ADDRESSES OR CONTACT
INFORMATION.**

**THIS IS A GREAT WAY TO
COLLECT EMAILS, PHONE
NUMBERS, GET PEOPLE
INTO YOUR STORE OR TO
OFFER FREE TRIALS.**

Activation Idea #2 Lead Generation Contest

All of Our Sponsors Receive

- All of our sponsors receive the following benefits as a starting point
 - One 30 minute episode on the show talking to you or your representative about your offering
 - 15 second read ad mid-roll of one episode of a separate podcast
 - 4 Social media posts/mentions
 - Logo/Link on website
 - Logo/Link on weekly travel email

Pricing

- We invite you to select one of the activation opportunities, which includes all of the benefits outlined on the benefits page, for a total price of \$3,750.
- The only additional costs will be related to your activation (product, coupons, printed material, giveaways etc.)

Let's Start a Conversation

- We're excited to hear about your sales and yearly goals for your organization, and how we can help you in achieving them.





Contact Information

- Dr. Jerrod Pickering
- Owner/Host- Teachers to Travelers, LLC.
- jerrod@teacherstotravelers.com
- 806.241.8007

Only Limited Spots Available; Contact me today and let's have a conversation!