

Partnership Opportunities

Launched in February 2020, Dairy Stream has seen tremendous growth in audience and listener retention. Our podcast covers topics like dairy policy, sustainability, market trends, and new technology, with 18 episodes released annually and over 41,000 lifetime downloads. Host Joanna Guza ensures an enjoyable listening experience and makes it easy for guests to participate.

\$2,000
Partnership

- ◆ Logo on the DBA and Edge websites
- ◆ 1 episode to feature company's expert
 - 30 second ad within episode
 - Participation in the Dairy Streamlet for additional exposure
 - Website recognition in podcast description
 - Logo included in email, social media and website promotion

\$5,000
Partnership

- ◆ Logo on the DBA and Edge websites
- ◆ 2 episodes to feature company's expert
 - 30 second ad within episodes
 - Participation in the Dairy Streamlet for additional exposure
 - 10 second mention of company from host
 - Website recognition in podcast description
 - Logo included in email, social media and website promotion

\$10,000
Partnership

- ◆ Mention in every podcast (total of 18)
- ◆ Logo on the DBA and Edge websites
- ◆ 3 episodes to feature company's expert
 - 30 second ad within episodes
 - Participation in the Dairy Streamlet for additional exposure
 - 10 second mention of company from host
 - Website recognition in podcast description
 - Logo included in email, social media and website promotion

\$15,000
Partnership

- ◆ Company logo on Dairy Stream cover photo
- ◆ Mention in every podcast (total of 18*)
- ◆ Logo on the DBA and Edge websites
- ◆ 3 episodes to feature company's expert
 - 30 second ad within episodes
 - Participation in the Dairy Streamlet for additional exposure
 - 10 second mention of company from host
 - Website recognition in podcast description
 - Logo included in email, social media and website promotion

Sponsor a series
\$12,000

- ◆ Mention in every podcast (total of 18*)
- ◆ Logo on the DBA and Edge websites
- ◆ 3 episodes to feature company's expert
 - 30 second ad within episodes
 - Participation in the Dairy Streamlet for additional exposure
 - 10 second mention of company from host
 - Website recognition in podcast description
 - Logo included in email, social media and website promotion

**to be included in all 18 episodes, sponsorships need to be confirmed by previous year.*

DAIRY STREAM ENGAGEMENT

- » Podcast downloads | Averages over 850 downloads per month
- » Global audience | Listeners in 49 states and over 250 countries
- » Available on most podcast apps | Apple Podcasts is most popular
- » Podcast subscriber email | Over 315 opt-in subscribers
- » Expert guests | Ex. Tom Vilsack, Greg Ibach & Orion Samuelson

ONLINE PROMOTION

- » **Social media** | Presence on 2 leading dairy pages
Logo included in social media feature
Company mention and tag
- » **E-Newsletters** | Sent to 2,000 dairy farmers and professionals
Sponsorship mention