



Digital Partnership Program

Working Today for Our Community's Tomorrow

For more information and how you can engage in the marketing program, please contact PALCUS at palcus@palcus.org.

Why PALCUS?

PALCUS has built an international network of Portuguese and Portuguese Americans to share pertinent information in our community. The PALCUS Digital Partner Program is an opportunity for Portuguese businesses and organizations to have a direct reach to this international network. This multi-faceted, comprehensive program includes multiple, affordable ways to reach this international network.



The PALCUS Digital Footprint



FACEBOOK

4,000
Page followers

3,000+
Network Group Members



5k



1.1k



650

Avg. Reach

400

100

60

Avg. Engagement



PALCUS 2020:

Users viewed nearly **33k minutes** of video. **4k users** engaged with our video posts



INSTAGRAM

1.2k
Page followers

11k
Avg. weekly impressions



TWITTER

1.3k
Followers



PODCAST

1k
Listens across various podcast applications



LINKEDIN

1k
Group members



YOUTUBE

206
Subscribers

130
Posted videos

25k
Approx total views

Digital Partnership | \$5,000

Through this program, each partner is provided with a comprehensive set of vehicles to promote your brand throughout the PALCUS network.

Website Placement

- Placement of **linked business logo on homepage** of PALCUS website, recognized as a Digital Partner
- **Banner ad** on page of preference
Both logo and banner ad stay on site for one year

Social Media

- Dedicated posts to Facebook, Twitter, LinkedIn and Instagram, promoting your business and recognizing you as a Digital Partner
2 posts per social channel, per year

Virtual Mixer

- Sponsorship of a virtual mixer, sharing business information in the mixer invite and recognition during the mixer.
1 Mixer Per Year

PALITICUS Podcast

- Recognition as a Digital Sponsor during the PALITICUS podcast
2 Podcasts Per Year

Dedicated Webinar

- A dedicated webinar about your business or organization, aired live on Facebook, recorded and then published to the PALCUS YouTube channel. Live Facebook stream is automatically recorded and archived on Facebook page to generate growing views over time.

Webinar Sponsor

- Sponsor a “regularly scheduled” webinar, aired live on Facebook, recorded and then published to the PALCUS YouTube channel.

Dedicated Promotional Newsletter

- A dedicated electronic newsletter advertising your business published to the PALCUS distribution list. Link to newsletter shared on PALCUS social media properties, with a tag back to your business.

Newsletter Banner Ad

- Ad banners included in the PALCUS weekly and monthly newsletters. Link to newsletter shared on PALCUS social media properties, with a tag back to your business.
2 Banners Per Newsletter Per Year