Start Local Podcast: Event Sponsorship Opportunities for 2025

As a locally focused podcast, we are committed to building and supporting a community of business and nonprofit leaders. To work towards that goal, we host in-person networking events to enable guests, listeners, friends, and supporters of the show to gather, connect, and learn from each other.

In seeking sponsorship for our community gatherings, we aim to cover the out-of-pocket expenses.

Networking event details:

- Offered three times per year (winter, spring, fall) as engaging in-person networking events for the Start Local community with expected attendance of 50 – 60 people.
- Scheduled for 5 - 7 PM at a fun and convenient location in Chester County, Pa.
- Free to attend. Food provided by the Start Local Podcast. Depending on the venue, attendees may be asked to buy their own drinks.
- Events attracted a diverse mix of business and nonprofit leaders from all corners of our county.

Exclusive Partner Sponsorship ($1500):

- Sponsor mentioned in audio ads in the run up to the event (as soon as sponsorship is agreed), to run at the start of all episodes.
- Sponsor mentioned in a thank-you ad to run for two weeks after the event at the start of all episodes.
- Sponsor's logo will appear on the event page on the Start Local site, linked to sponsor's preferred URL.
- Sponsor's logo will appear in all official emails about the event, linked to sponsor's preferred URL.
- Sponsor will be mentioned at least 12 times on social media (across LinkedIn, Facebook, and Instagram). Eight of the mentions will be in advance of the event. The remaining four will be thank-you messages after the event.
- One week prior to the event, Start Local podcast will send its followers a dedicated email highlighting how the sponsor can help or engage with attendees. At sponsor's request, this email can identify the name of the sponsor's representative attending the event.
- Mention of and shout of thanks to the sponsor during welcome remarks.
- Sponsor can set up a table to display promotional materials and swag at the event and display a banner next to the table. (Table and banner to be supplied by sponsor.)

Collaborator Sponsorship ($500):

- Sponsor's logo will appear on the event page on the Start Local site, linked to sponsor's preferred URL.
- Sponsor's logo will appear in all official emails about the event, linked to sponsor's preferred URL.
- Sponsor will be mentioned at least four times on social media (two on LinkedIn, two on Facebook, and two on Instagram). Two of the mentions will be in advance of the event. The remaining two will be thank-you messages after the event.
- Mention of and shout of thanks to the sponsor during welcome remarks.
- Sponsor can distribute a small flyer on the event welcome table.

NOTE: Members of the Southern Chester County Chamber of Commerce who sponsor our April 2025 event will also have their logos included in the e-blasts the chamber sends to promote this event.

To learn more or to make sponsorship payment arrangements, please contact Liam Dempsey on liam@lbdesign.tv or 610-590-0130.