



# Snohomish Storytellers Podcast

Season 3 Sponsorship Options

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## Program Description

The Snohomish Storytellers Podcast was launched in August 2022. Storytelling is the most powerful communications tool in history and is universal to the human experience. Here in our little corner of the universe, Snohomish, we have a strong sense of community and heritage founded in the whispers of yesterday's stories and the narrative of what is being written today. Snohomish Storytellers captures this through organic conversation between Snohomies - former, present, and future! Discover what ties us all together in a community that has a deep sense of identity as we learn from each other's shared, human experiences.

This new modality of outreach has brought in over 1800 unique listeners, a growth of 157% in one year! Repeat listeners make up 50% of our audience and our podcast receives over 1900 impressions each month. The majority of listeners are local residents who live, work, and do business in Snohomish. This is a great way to consistently share your brand and become a household name in the Snohomish community.

## Presenting Sponsor

- **Season presenting sponsor - \$4,500 – 2 available**
- Customized, organic ad read by our Snohomish Storytellers hosts ([click for example](#))
  - Plays once during all episodes during your contract
  - 3 ads to rotate through the season
  - Most fitting placement for your business according to our guests, when possible (ex: family brand on interview with ice cream shop owner)
- Logo on HDSA Website and Snohomish Storytellers Webpage
- Tile ad for Instagram and Facebook episode releases