



# **TOMORROW. CITY**

MEDIA

Content springboard for a  
wider audience

# PODCAST PARTNERSHIP

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2020 sees the launch of our first podcast series, and we are creating something big for our audience. Be part of this ambitious initiative and engage in one of the different partnerships of this premiere season, which all include a chat/interview with an expert from your organization during an episode.

Tomorrow.City podcast presents a forward-looking storytelling format with premium content always available in our channels. Podcasting is one of the best platforms for high-quality branded content with high impact.

This proposal reinforces the partner's position as a sector thought leader, and provides:

- Benchmark positioning: stand as a leading brand and a trusted source in your field of expertise
- Top-level media content: link your brand and projects to a premiere podcasting product
- New, worldwide followers: hit new audiences, both pro & general, eager to discover fresh, high quality media products

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## Format:

10-episode seasons.

Each episode (40-45 min) takes a journey through a key topic from an open, kick-off question. Not a classic radio chat show, but a storytelling approach. Content and mood will be deep, but with a storytelling approach with engaging and accessible content.

Partners get a 10-12 min slot for a chat/interview in the episode that best fits their expertise.

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Choose this product if you want to...

- Position your company as a sector thought leader
- Reach both professional and general audiences

# PODCAST PARTNERSHIP

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## A) FULL SEASON PARTNERSHIP – *Link your brand to the entire first season of the podcast*

- Brand placement in all 10 episodes of the season
- Participation as a guest expert in one episode (10-12 min slot for a chat/interview). Speaker proposed by the partner and approved by the organization. Topic suggested by the organization and approved by the partner. Episode title and script defined by the organization.
- Brand visibility in promotion actions of all the episodes of the season.

Full season partner

Price - €50,000

## B) SINGLE EPISODE PARTNERSHIP – *Share your voice in an episode of the first season*

- Participation as a guest expert in one episode (10-12 min slot for chat/interview). Speaker proposed by the partner and approved by the organization. Topic suggested by the organization and approved by the partner. Episode title and script defined by the organization.
- Brand visibility in promotion actions for the specific episode.

Single episode partner

Price - €12,000

## SERVICES INCLUDED

- Technical & content specialists + coordination
  - High-level recording studio (possibility of participating in the studio or via call)
  - Promotion and outreach through both Tomorrow.City & SCEWC channels
  - Publication on different podcasting platforms (episodes will remain available there).
- Partner's involvement and episode production must take place 1-2 months before publication