

# The Educated Cowgirl Podcast



Sponsorship Opportunities

# The Educated Cowgirl, an Equine industry Podcast, is Searching for Sponsors!

## What We Do

The Educated Cowgirl includes a podcast, email mailing list, blog, and social community. Our goal is to provide education of the equine industry across all disciplines and breeds to discuss important topics that affect all equestrians, business owners, and open the minds of the public about our equine partners!

## Who We Are

The Educated Cowgirl is brought to you by an equine professional in the horse industry. Our host Abby Carpenter is dedicated to showcasing encouraging and thought-provoking discussions and interviews about a wide variety of topics within the horse industry.

# What We're Looking For

We're searching for sponsors to help support the production of The Educated Cowgirl. Our ideal sponsor shares our mission in promoting and growing the equine industry in a positive and educational way.

Our sponsor fees will help cover equipment, marketing, business subscriptions, editing software, podcast growth, and more. While we love hosting this podcast, it isn't free!

## Past Guests



## **Supporter \$50**

Your Name on our Website  
One Social Media Shoutout

## **4-H- One Episode Sponsor \$150**

Your Name/Logo/Link on Our Website  
Thanked as a 4-H Level Sponsor in One Podcast Episode (End of Episode)  
Thanked as a 4-H Level Sponsor in the Notes of One Episode  
Thanked as a 4-H Level Sponsor in One Marketing Email  
One Social Media Shoutout  
\$150 Price Per Episode  
52 Total Spots/Year Available

## **Amateur- One Month Sponsor \$500**

Your Name/Logo/Link on our Website  
Thanked as an Amateur Level Sponsor in Four Podcast Episodes (End of Episode)  
Thanked as an Amateur Level Sponsor in the Notes of Four Episodes  
Thanked as an Amateur Level Sponsor in One Marketing Email  
Four Social Media Shoutouts  
\$125 Price Per Episode  
12 Total Spots/Year Available

## **Professional- Six Months Sponsor \$2,600**

Your Name/Logo/Link on our Website  
8 Second Ad Promoting Your Business on 26 Podcast Episodes (1/2 Way Through Episode)  
Thanked as a Professional Level Sponsor in the Notes of 26 Podcast Episodes  
Thanked as a Professional Level Sponsor in Six Marketing Emails  
An Entire Blog Post About You and Your Business  
26 Social Media Shoutouts  
\$100 Price Per Episode  
4 Total Spots/Year Available

## **Primetime- One Year Sponsor \$3,600**

Your Name/Logo/Link on our Website  
15 Second Ad Promoting Your Business on 52 Podcast Episodes (2/3 Way Through Episode)  
Thanked as a Primetime Sponsor in the Notes of 52 Podcast Episodes  
Thanked as a Primetime Sponsor in 10 Marketing Emails  
An Entire Blog Post About You and Your Business  
An Entire Podcast Interview With Just You  
52 Social Media Shoutouts  
\$70 Price Per Episode  
2 Total Spots/Year Available

# Why You Should Sponsor

## Unique Marketing Opportunity

The Educated Cowgirl's target audience is horse owners who compete and work in a wide variety of disciplines and areas of the industry who are looking for educational and encouraging topics that not only promote women in the industry, but the horse community all together. If you have a business and/or product that you feel both English and western competitors will love and benefit from then The Educated Cowgirl is the right place for you.

## Why Our Listeners Are Right for You

The Educated Cowgirl is dedicated to the promotion and growth of the entire equine industry for all disciplines, horse owners, and breeds. Our listeners are trainers, business owners, cowgirls, equestrians, and horse lovers who want support each other and want to learn more about the horse to make the industry better for the future generations. Our listeners love to learn about the wide variety of topics discussed on the podcast and trust the recommendations we offer to them.

## Marketing Plan

1x Weekly Podcast Episodes

3x Weekly Instagram, Facebook, and Tik Tok Posts

1x Blog Post Per Episode

1x Monthly Email Marketing

# Exposure

According to the Super Listeners Study, after listening to a podcast ad 74% of listeners visited an advertised business, 65% purchased their product or service, and 54% recommended their product or service to others.

Our Data Analytics Show that Our Audience Includes:

92% Us Citizens  
92% Female Listeners  
Target Age: 18-50  
1,069 Social Media Followers

3,128+

Downloads

74%

Apple Podcasts

9/10

Are involved in the  
Equine Industry

235+

TikTok Views last 60 Days

# Sponsor Requirements

The Educated Cowgirl reserves the right to deny an individual or a business that wants to sponsor. The Educated Cowgirl will only work with sponsors with good reputations and ethical business practices.

## Supporter, 4-H, and Amateur Level

Any Individual or business may apply for these levels of sponsorship. We encourage individuals or businesses in the horse industry to sponsor, but we will accept others who are not horse related!

## Professional and Primetime Level

These levels are reserved for equestrian related businesses that are relevant to our audience. Our goal for this level of sponsorship is to find brands that equal our values of helping businesses, cowgirls, and other equine professionals grow and who want to help promote the equine industry for all disciplines and breeds!

Sponsorship contract to be sent separately. Invoice must be paid within 5 days after signing contract.

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# Ready to Sponsor?

## Contact Abby Carpenter

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[www.theeducatedcowgirl.com](http://www.theeducatedcowgirl.com)



Abby Carpenter  
Owner/Host