



PODCAST BY

Danni Pomplun

*Podcast Sponsorship Kit*

# IT'S TIME TO BRING OUR LISTENER'S

*awareness off the mat and on to your brand*

The **Yogi Misfit Sessions** podcast provides a platform for meaningful conversations with yogis from all over the world with the intent of demystifying yoga and raising the vibration. No two sessions are the same. Guest vary from the biggest stars in the yoga and wellness community to the most inspirational stories on how yoga has changed lives. One thing is guaranteed - listener's leave satisfied and craving more. The Yogi Misfits Sessions is one of the top Yoga centered podcasts with over 100 episodes! Each episode continues to bring in new listeners and the excitement around this podcast is growing fast!



The show is hosted by **Danni Pomplun** a San Francisco Based E-RYT 500 Vinyasa Yogi. His magnetic personality is the driving force of the show. Which attracts listeners from around the globe. Danni has a hugely inspirational story of using yoga to overcome obstacles including drugs, alcohol, and a near-death brush with cancer. Danni credits yoga with helping him to become healthy and opening his eyes to a world of positive opportunities. Today, he is among one of the most popular teachers in San Francisco. His relatability, resolve, and charisma have attracted a large online following with 32,000 followers on Instagram.

## WHY PARTNER WITH US?



**70,000 +**

downloads in 2019



**4,000 +**

e-mail subscribers

### ***Potential Reach***

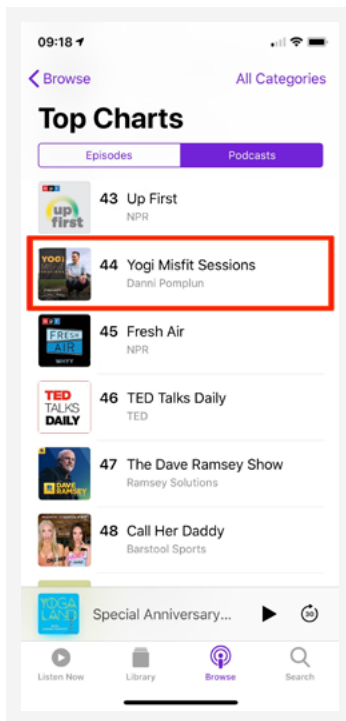
Have your brand tagged across all podcast related posts on Danni's social channels. Each time a podcast is published it is advertised on the following platforms:

- » **Instagram post 32,000 people**
- » **Instagram stories with 1,000 views daily**
- » **Facebook post to all 3 pages to 6,000 total friends**
- » **Published on the website with 1,000 daily hits**
- » **Posted on the guest's Instagram** (average guest Instagram followers 50,000 people)

This means you'd be promoted to over 32k+ people on Danni's Instagram alone. The combination of a podcast advert and promotion on Danni's social channels are ensured to bring customers to your site.

## ONE OF THE MOST POPULAR PODCASTS IN THE US!

Our show outperformed leading providers such as NPR, TED, and Barstool Sports. So if you partner with us people across the country are guaranteed to hear about your company.

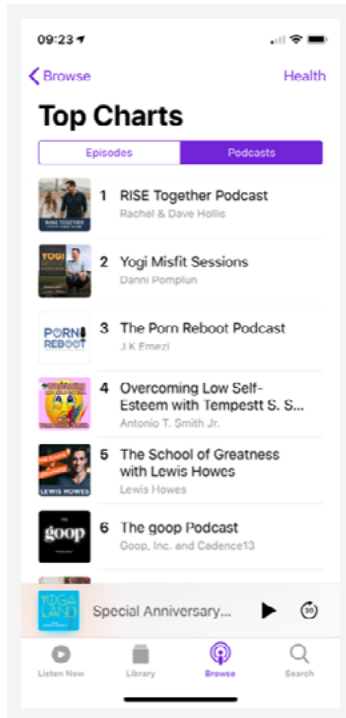


## Promote your product to thousands of listeners

We have an average of 2,500 listeners per show, and that number is increasing all the time. This gives you a unique opportunity to reach thousands of people who match your core market.

## ***WE ARE A LEADING VOICE IN THE HEALTH INDUSTRY IN THE US***

We even outperformed Gwyneth's Goop podcast, which we are particularly happy about. We are viewed as a voice of authority within the industry so any product we recommend our audience will view with legitimacy.



## ***Huge social reach***

The guests on our podcast are required to share the published episode on their social media platform. This will spread your brand and reach across thousands of people. For example, the past 8 guests had a combined social media following of 800,000 people. Therefore your brand will likely land amount the other followers and accounts.

# OUR AUDIENCE

## AGE

**23%**

18-24

**41%**

25-34

**8%**

45-54

**21%**

45-55

**4%**

55-64

**2%**

65+

## GENDER

**66%**

Female

**34%**

Male

## REGION

**86%**

USA

**5%**

Canada

# OUR AUDIENCE INTERESTS

## **AFFINITY**

User's overall interests, passions, and lifestyle preferences.

- » **Shoppers**
- » **Hotels & Accomodations**
- » **Travel/ Air Travel**
- » **Health & Fitness Buff**
- » **Business Professionals**
- » **Green Living Enthuasits**

## **IN-MARKET**

People who are actively in the market to buy something at the moment.

- » **Hotels & Accomodation**
- » **Travel/Air Travel**
- » **Business Services**
- » **Business & Productivity software**

# JOIN THE BIGGEST NAMES IN YOGA

*Past Celebrity Guests*

When you partner with us,  
your brand will be associated with the top names in the wellness industry.



**Adell Bridges**

Social Following:  
Instagram – **414k**

[Listen Here](#)



**Jason Crandell**

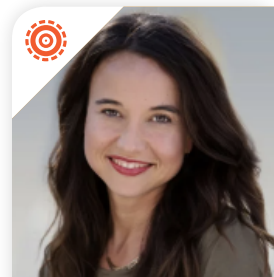
Social Following:  
Instagram – **64k**



**Andrea Ferretti**

Fact: Host of Yogaland  
Podcast with over **1.6M**  
**download**

[Listen Here](#)



**Tiffany Cruikshank**

Social Following:  
Facebook – **348k**

[Listen Here](#)



## PAST SPONSORS

Join the list of satisfied sponsors who have increased brand awareness and sales by promoting on the show.

We only partner with brands that represent our ethical values and who we know our customers would love.



**breathe**  
in **Detroit.**



**rise**  
**BAR**



Brett Larkin Yoga

*Uplifted*



**SEWALL HOUSE**  
**YOGA RETREAT**  
*Simplicity in a  
Complex World*

# SPONSORSHIP LEVELS

Create a customized package to fit the needs of your company

## BRONZE

Single episode

- » **30 Second** pre show ad read **\$150**
- » **60 Second** mid show ad read **\$200**

## GOLD

12 episodes over 12 weeks

- » **Twelve 30 Second** pre show ad read **\$1,000**
- » **Twelve 60 Second** mid show ad read **\$1,700**

## SILVER

6 episodes over 6 weeks

- » **Six 30 Second** pre show ad read **\$600**
- » **Six 60 Second** mid show ad read **\$900**

## OPTIONAL ADD ON'S

- » Include your branding link or product information in the show notes. Limit to two lines. **\$200**
- » Add the written phrase in show notes, on Instagram and on Facebook "This podcast is brought to you by YOUR BRAND" Seen by over 32,000 people on instagram **\$500/**  
per episode

Ready to promote your brand? Contact [priscilla@dannipomplun.com](mailto:priscilla@dannipomplun.com)