

# Podcast Sponsorship Proposal

---

*Private and Confidential*

**Date**

**Prepared for**

**Prepared by**

---

## 1. Introduction

This Podcast Sponsorship Proposal outlines a potential collaboration between the Podcast Producer and the Sponsor for promotional placement within the podcast titled \_\_\_\_\_ . The purpose of this document is to present sponsorship opportunities, audience insights, deliverables, and commercial terms for consideration.

Except where expressly stated, this Proposal is intended for discussion purposes and does not create binding legal obligations.

## 2. About the Podcast

**Podcast Name:**

**Host(s):**

**Genre/Topic:**

**Release Frequency:**

**Average Episode Length:**

**Distribution Platforms:**

The podcast focuses on \_\_\_\_\_. It aims to deliver consistent, engaging content to a targeted listener base.

### 3. Audience Profile

The Podcast Producer provides access to a defined and engaged audience segment. Key audience characteristics include:

- Monthly Downloads:
- Average Listens per Episode:
- Primary Demographics:
- Geographic Reach:
- Audience Interests:

This audience profile is based on internal analytics and platform insights.

### 4. Sponsorship Opportunities

The Podcast Producer offers the following sponsorship formats:

**Pre-roll Ads:** Short promotional messages placed at the beginning of episodes

**Mid-roll Ads:** Integrated messages delivered during the main content

**Post-roll Ads:** Closing mentions at the end of episodes

**Host-Read Ads:** Personalized endorsements delivered by the host

**Branded Segments:** Dedicated segments aligned with Sponsor messaging

### 5. Sponsorship Packages

The following packages are available and may be customized upon request:

Package Name	Deliverables	Duration	Price
Basic Package			
Standard Package			
Premium Package			

All pricing is indicative and subject to final agreement.

## 6. Deliverables and Responsibilities

The Podcast Producer agrees to:

- Produce and publish podcast episodes in accordance with the agreed schedule
- Integrate Sponsor messaging in a professional and consistent manner
- Maintain content quality and audience engagement standards
- Provide performance metrics upon request

The Sponsor agrees to:

- Provide accurate and lawful advertising materials or messaging guidelines
- Approve ad scripts or placements in a timely manner
- Make payments in accordance with agreed terms (if formalized)

## 7. Timeline

The anticipated campaign timeline is as follows:

**Campaign Start Date:**

**Campaign End Date:**

**Content Production Period:**

Final scheduling will be confirmed upon mutual agreement.

## 8. Performance Reporting

The Podcast Producer may provide performance insights, which may include:

- Episode download numbers
- Listener engagement metrics
- Audience reach estimates

These metrics are provided for informational purposes and are not guaranteed.

## 9. Confidentiality

Both parties agree to treat the contents of this Proposal and any related discussions as confidential and not to disclose such information to third parties without prior written consent, except where required by law.

## 10. Non-Binding Nature

This Proposal is intended solely as a basis for discussion and does not constitute a legally binding agreement. No obligations shall arise unless and until a separate written agreement is executed by both parties.

## 11. Validity Period

This Proposal remains valid for acceptance until \_\_\_\_\_, after which it may be revised or withdrawn at the discretion of the Podcast Producer.

## 12. Acceptance

If the Sponsor wishes to proceed based on the terms outlined in this Proposal, the parties may enter into a formal written agreement setting out binding terms and conditions.

## 13. Contact Information

For further discussion, please contact:

Name:

Title:

Company:

Email:

Phone:

## 14. Acknowledgment

The undersigned acknowledges receipt and review of this Proposal.

### Podcast Producer

Name

Date

Signature

  

---

### ACKNOWLEDGEMENT

Sponsor

Name

Date

Signature



This document is a PDF copy of **Podcast Sponsorship Proposal** template. You can edit it with **Jotform Sign** and convert to an eSign document with **Jotform Sign**.



## Learn More About Jotform PDF Products

Jotform offers powerful PDF solutions. Check them out below.

### Jotform PDF Editor

Turn form submissions into PDFs automatically ready to download or save for your records.

[jotform.com/products/pdf-editor/](https://jotform.com/products/pdf-editor/)



### Smart PDF Forms

Convert your PDF files into online forms that are easy to fill out on any device.

[jotform.com/products/smart-pdf-forms/](https://jotform.com/products/smart-pdf-forms/)



### Jotform Sign

Collect e-signatures with Jotform Sign to automate your signing process.

[jotform.com/products/sign/](https://jotform.com/products/sign/)



These templates are suggested forms only. If you're using a form as a contract, or to gather personal (or personal health) info, or for some other purpose with legal implications, we recommend that you do your homework to ensure you are complying with applicable laws and that you consult an attorney before relying on any particular form.