



BEDFORD COUNTY, IT'S YOUR BUSINESS, is a brand new podcast marketing program produced as a partnership between the Bedford County Chamber of Commerce (Chamber) and Headline Marketing & Communications (HMC). This is an exclusive offer for Bedford County Chamber of Commerce Members. One "Title Sponsor" and one monthly "Single Podcast Sponsor" each calendar month are being offered.

One goal that the Bedford County Chamber of Commerce always has as an organization is to tell the stories of our community – there is so much to be proud of here in our region... and this podcast series is part of our resolution to share those stories, as well as a vast knowledge bank among our Chamber membership. Podcasts give listeners the feeling they are part of a personal conversation which is a good way to build trust in the brand message; the perfect tool to tell our stories.

Podcasts are one of the hottest marketing tools for businesses to increase their prospects by reaching new audiences. They are the new talk radio on mobile devices. Surveys show that unique monthly podcast listeners have tripled to 75 million from 25 million in five years and podcast subscriptions on iTunes surpassed 1 billion last year! Another recent survey of listeners found that 63% of people bought something promoted on the podcast, 71% said they'd visited a sponsor's website, and 62% said they'd considered the new product or service.

Headline Marketing & Communications provides turn-key podcast marketing services thanks to their experienced staff and high quality equipment. They make creating a podcast easy, enjoyable, and effective.

And after the **BEDFORD COUNTY, IT'S YOUR BUSINESS** podcast is recorded, we start promoting it on multiple distribution channels, including iTunes, ... In addition, through our Chamber and HMC partnership the podcast is marketed on websites, social media, digital and print tools, and at Chamber events.



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Sponsor Benefits:

- Chamber website with Company logo/link on Podcast Page
- HMC website including Company logo/link on Podcast Page
- Posts with links to podcast on all Chamber social media platforms, including Chamber Facebook, Instagram and LinkedIn pages as well as Everything Bedford County Facebook and Instagram platforms
- HMC Social Media Channels including Facebook, Twitter, Pinterest, LinkedIn
- Chamber blast email
- HMC blast email
- Fliers placed in the Chamber monthly print newsletter (sponsor provides 630 fliers) 12-month benefit **Title Sponsor** and a 3-month benefit (within a calendar year) for **Single Podcast Sponsor**
- Company ad with web link included in the Chamber e-connection newsletter (emailed weekly) along with sponsor logo/link in the Podcast section of the email blast
- Recognition as part of ad in the Chamber Annual Dinner print program and inclusion in the event PowerPoint
- Inclusion in **BEDFORD COUNTY, IT'S YOUR BUSINESS** ad in Generations Magazine and Timeless Magazines (dependent on printing deadlines)
- 30 second message at beginning of podcast for **Title Sponsor** (12-month benefit) and a 15 second message (1-month benefit) at the end of the podcast for **Single Podcast Sponsor**
- Mentions in introduction and closing of podcast
- Additional single podcast for **Title Sponsor**

Sponsorship Opportunities

- Title Sponsor**..... **\$2,500**
 Single Podcast Sponsor..... **\$500**

PLEASE CHECK MONTH(S) SPONSORED					
<input type="checkbox"/> Feb '19	<input type="checkbox"/> Mar '19	<input type="checkbox"/> Apr '19	<input type="checkbox"/> May '19	<input type="checkbox"/> Jun '19	<input type="checkbox"/> Jul '19
<input type="checkbox"/> Aug '19	<input type="checkbox"/> Sep '19	<input type="checkbox"/> Oct '19	<input type="checkbox"/> Nov '19	<input type="checkbox"/> Dec '19	<input type="checkbox"/> Jan '20

Company Name:		
Address:		
City, State, Zip Code:		
Phone:	Fax:	
Contact Name:		
Contact Phone Number:		
Contact Email Address:		
Authorized Signature:		Date:
Please complete and return with total amount owed of \$:		
<input type="checkbox"/> Check: Please make check payable to: Headline Marketing & Communications 301 Cayuga Avenue Altoona, PA 16602	<input type="checkbox"/> Visa Billing Zip Code:	<input type="checkbox"/> Master Card Billing Zip Code:
Card #:	Exp. Date:	Code #:
Name on Card:		
Signature:		Date:
<input type="checkbox"/> Please invoice me at address above. <input type="checkbox"/> Please invoice me at address below.		
Address:		
City, State, Zip Code:		

We hope you will act quickly to take advantage of this incredible marketing opportunity.

Call Deanna Weaverling of HMC at 814-285-1235, email her at dweaverling@headlinemc.com, or visit Deanna at her HMC Office located in the Bedford County Chamber of Commerce's Russell House building to get started.