

Sponsorship Guide

# Upstream Podcast

Radical ideas and inspiring stories for a just transition  
to a more beautiful and equitable world

[upstreampodcast.org](https://upstreampodcast.org)

# About the Show

Founded in 2016, Upstream Podcast is a radio documentary and interview series offering themed episodes that explore a wide variety of topics pertaining to our 21<sup>st</sup> century economy. Through a mixture of heartfelt stories, expert interviews, and rich sound design, we invite our listeners to challenge traditional assumptions and join the transition to a more democratic, just, and equitable economy.

Supporting Upstream puts you in front of thousands of engaged activists and leaders within the movement for a new economy. We currently average **7000+** listens a month and our latest season averaged **10,000+** listens per episode.

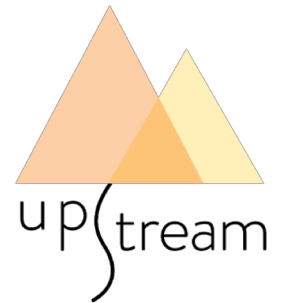


# Season 4 Episodes

Our 2020 season includes four **Documentary** episodes along with 4-5 interviews as part of our **In Conversation** series.

**Documentaries** will feature episodes on Feminist Economics, Debunking the *Myth of Homo economicus*, and more.

**In Conversation** interviews will feature a wide range of topics and themes featuring some of the most important visionaries, activists, and change-makers in the world.



# Metrics

- 200,000 total downloads to date
- 10,000+ listens per episodes
- 2,000+ mailing list subscribers
- 500+ monthly website visits
- 10,000+ social media followers
- National and International distribution via dozens public and community radio stations



# Meet the Team



**Della Z Duncan**  
Host | Producer

[della@upstreampodcast.org](mailto:della@upstreampodcast.org)



**Robert Ramin Raymond**  
Creative director | Producer  
[robert@upstreampodcast.org](mailto:robert@upstreampodcast.org)



# Sponsorship Details

GOLD – \$500	SILVER – \$350
15 second <b>pre-roll</b> at the top of one episode	15 second <b>pre-roll</b> at the top of one episode
15 second <b>post-roll</b> during ending credits at the bottom of an episode	Your <b>logo</b> on our homepage
Your <b>logo</b> on our homepage	Shout out on our newsletter and social media
Shout out on our newsletter and social media	

# Thank you!

Your sponsorship will allow us to expand our reach and spread the information from our documentaries with folks who are seeking to become more engaged and active within the movement for a more equitable and democratic economy.

Please don't hesitate to contact [robert@upstreampodcast.org](mailto:robert@upstreampodcast.org) if you'd like to sponsor an Upstream episode or if you have any questions.

## We look forward to partnering with you!

