

**LAUNCHING
BLACK FRIDAY
2024**

Gift Like You Mean It!



We envision **The Gift Guide Podcast** as a go-to resource for anyone looking to give more than just a gift, but a thoughtful expression of care tailored to someone's unique life experiences. Through engaging conversations, curated lists, and creative challenges, our podcast will explore the many ways gifting can be an act of empathy, connection, and celebration. By addressing hard-to-gift-for individuals and moments that aren't traditionally recognized, we aim to reshape how people approach holiday gifting, focusing not just on what to give, but why it matters.

KEY THEMES:

Life Milestones • Challenges & Transitions • Celebration of Communities • Creative Gifting

DISTRIBUTION:

Released daily on YouTube podcasts from Black Friday through New Year's Eve 2024. Audio versions will be released to various podcast platforms.

The podcast will continue bi-weekly in 2025.

SPONSORSHIP • PARTNERSHIPS • APPLY TO GUEST
podcasts@powerup-productions.com

Episode Sponsorships

- Up to 60 Second Host Read Commercial *(with video and photo B-Roll)*
- Listed as episode sponsor on daily newsletter, daily social media, daily giveaway posts, weekly recap newsletter and social media recaps posts. Logo added whenever possible.
- *Optional - join as panelist/co-host if expertise aligned with an episode topic. Also dependent upon scheduling of episode - due to quick nature of filming schedule.*
- **\$500 each episode - will repeat multiple time during series**

Seasons Greeting Video Message

- In-studio recording of your team's holiday message [15 minute studio session]
- Winter White Holiday Set - POWER UP Production Studios
- Final 15 second video is Horizontal for the podcast
- Also includes a 15 second vertical version for your social media.
- Will air a minimum of four times, on The Gift Guide Podcast throughout the series.
- **\$200 per message. 15 Minute Studio Session, 15 Second Video**

***Your sponsorship dollars will fund our marketing and outreach campaign and supplement daily giveaways.**

please note - all sponsorships are for a single brand or company, episodes may feature multiple sponsorships but never direct competition brands or companies.

Friday, November 29th – Black Friday

"Beyond the Wish List: Introducing the Gift Guide Podcast"

Saturday, November 30th – Small Business Saturday

"Shop Local, Gift Thoughtfully: RVA's Small Business Community"

Sunday, December 1st

"Celebrating Life's Big Moments: Sentimental Gifts"

Monday, December 2nd –

RVA Small Businesses

Tuesday, December 3rd – Giving Tuesday

"Give the Gift of Change: Impact Through Gifting"

Wednesday, December 4th –

"Success in a Box: Gifts for Entrepreneurs and Business Builders"

Thursday, December 5th – Disney's Birthday

"Bringing the Magic Home: Disney-Inspired Gifts for All Ages"

POWER UP episode filmed in Orlando

Friday, December 6th

Ages & Stages: Thoughtful Gifts for New Moms, Tweens, Teens, and Beyond

Saturday, December 7th

"Gifts for Families with Exceptional Needs"

Sunday, December 8th

"Meaningful Gifts from House to Home"

Monday, December 9th

Wellness Wins: Gifts for the Fitness and Wellness Journey"

Tuesday, December 10th

"Timeless Treasures: Perfect Gifts for History Buffs"

Wednesday, December 11th

"Crafted with Care: Gifts for DIYers and Creators"

Thursday, December 12th

"Supporting the Supporters: Thoughtful Gifts for Caregivers"

Friday, December 13th

"Culinary Delight: Gifts for Foodies, Hosts, and Home Chefs"

Saturday, December 14th

"Green Gifting: Eco-Friendly Presents for Conscious Consumers"

Sunday, December 15th

"Travel in Style: Gifts for the Traveler"

Monday, December 16th

"Frosted Birthdays: Unique and Special Gifts for December Babies +

Game On: The Best Gifts for Gamers and Pop Culture Fans"



Tuesday, December 17th

"Paw-some Presents: Gift Ideas for Pet Parents"

Wednesday, December 18th

"No Surprises: Thoughtful, Useful Gifts for Practical People"

Thursday, December 19th

"Read, Listen, and Collect: Music and Book Lovers' Must-Have Gifts"

Friday, December 20th – National Ugly Sweater Day

"Game Day Gifting: Perfect Presents for Sports Lovers"

Thoughtful, Stylish Gifts for the Men in Your Life"

Saturday, December 21st – Winter Solstice

"Perk Up Their Day: Gift Ideas for the Coffee Obsessed"

Sunday, December 22nd

"Gifting Gourmet: Delicious Treats for the Holiday Season"

Monday, December 23rd – Festivus

"Last-Minute Miracles: Thoughtful Gifts You Can Find Anywhere"

Tuesday, December 24th – Christmas Eve

"Holiday Highlights: The Ultimate Gift Recap"

Wednesday, December 25th – Christmas Day

"A Special Holiday Message from The Gift Guide Podcast"

Thursday, December 26th

"Gift Returns Made Easy: Navigating Post-Holiday Exchanges"

+ Kwanzaa

Friday, December 27th

Cheers to the New Year: Sparkling Non-Alcoholic Sips & Noon Year's Eve Ideas"

Saturday, December 28th

"Halfway Through Hanukkah: Thoughtful Gifts & Traditions for the Festival of Lights"

Sunday, December 29th

"Cheers to the New Year: Fun Gifts for Noon Year's Eve"

Monday, December 30th

"End the Year in Style: Thoughtful Gifts for a Fresh Start"

Tuesday, December 31st

The Gift Guide Podcast 2024 Recap