



The Gift Guide Podcast Sponsorship Proposal

Amplify Your Brand Through Storytelling and Connection.

Who Are We?

A Celebration of Storytelling, Community, & the Joy of Giving

The Gift Guide Podcast, produced by POWER UP Productions and hosted by Amy Garelick and Gianna Stanley, is a heart-led holiday podcast and video series that celebrates thoughtful gifting, community, and connection.

We share authentic stories that highlight small businesses, nonprofits, creators, and local makers, inspiring listeners to “give differently.” Through powerful storytelling, short-form video, and accessible conversations, we help audiences discover meaningful ways to make an impact.

Our series builds trust, drives engagement, and creates opportunities for sponsors to align with a values-based, family-focused audience ready to shop, share, and support the brands that make the season special.



Episode 9: Organized Chaos: Gifting and Playroom Tips for Happy Holidays



Episode 13: Exceptional Families – Adoption and Foster Care



The Gift Guide Podcast

SNAPSHOT - SEASON ONE 2024

Overall Reach

Cross-platform total reach: approximately **10,000–12,000** combined impressions across 16 *almost* back to back release dates with no established audience.



Instagram - Engagement rate averaged **10–12% per post** (well above typical 2–4% average).



Audience completion rate: **above 70%** (based on comparable podcast retention trends for niche seasonal series).

Audience Feedback: Listeners responded emotionally to episodes on **Foster Care & Adoption and Allergy Awareness**, which generated heartfelt comments and shares.



Collaborations: Featured more than **15 local businesses and nonprofits**, including Downtown Ashland, Bravo Bakeshop, Absurd Snacks, and Ladles & Linens.

Organic growth and viral potential. performed up to **300x** higher than long-form content.



Authentic engagement over vanity metrics. **Viewers and listeners connected deeply** with values-driven storytelling.



Proof of sponsor ROI. Featured businesses saw **measurable visibility boosts** and social media lift.

Strong foundation for season two in 2025. **Momentum, brand trust, and multi-platform growth position the next season for scalable sponsor returns.**



Our Listeners, Your Market

Our video podcast reaches a trusted, values-driven audience that celebrates meaningful giving and community connection. These are thoughtful consumers, professionals, parents, and creatives, who look for brands that share their sense of purpose, family, and authenticity.

- Age Range: 28–60
- Audience Base: Primarily Gen X and older Millennials - the family decision-makers and small business supporters
- Location: Richmond + Central Virginia, with a growing national audience through YouTube and Spotify. 2025 will expand to audio only platforms such as Apple Podcasts.
- Interests: Family life, small business, culinary experiences, pet care, sustainable shopping, and local makers
- Engagement: 10K–15K combined monthly impressions across YouTube Shorts, Spotify, and social media
- Behavior: Loyal, high-trust audience, 70% of listeners reported discovering new small businesses, non-profit organizations and local brands through the show.



Shop Local, Gift Thoughtfully - Episode 2: Small Business Saturday in Ashland, Virginia



Inspire the hustle. Empower the success. Episode 4: Gifts for Entrepreneurs & Small Business Owners

Why Sponsor Us?

We don't just feature your brand, we tell stories that make your message matter.

The Gift Guide Podcast blends visual storytelling, heartfelt conversations, and authentic community connection. Each episode inspires action and trust, giving sponsors meaningful exposure in an environment where audiences listen - and shop - with intention.



Episode 11: Gourmet Gifts for Foodies, Home Chefs, and Holiday Hosts

1

Exposure across multiple platforms

3

Connection to a Trusted Community

2

Authentic, Story-Driven Promotion

4

Professional Content You Can Repurpose



Sponsorship Packages

Select the package that suits your brand exposure goals.
Each package covers the 5 episode season.

Feature	Silver (\$1250) 3 available	Gold (\$2500) 1 Available	Platinum (\$5000) 1 Available
Brand mention at the beginning of all episodes		✓	✓
Brand mention at the end of all episodes		✓	✓
Logo on episode cover of all episodes			✓
Logo/brand on social media post about each episode	✓	✓	✓
Host read segment (1-2 mins) airing In all 5 episodes (3 available)	✓	✓	✓
Optional 10 Min Interview Segment			✓





Episode 12: Hosting and Gifting with Sensitivity to Allergies featuring Absurd Snacks

Gift Like You Mean It.

Contact Us:



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