



140K+ downloads



105K+ followers

# SEX ED WITH DB

A feminist podcast bringing you all the sex ed you never got through unique & entertaining storytelling, centering LGBTQ+ and BIPOC experts.

Featured in:

**SELF BUST** MAGAZINE **BUSTLE**

**Brut.** rewire news group **The Lily**

Danielle Bezalel (DB) has an MPH from Columbia University with expertise in sexuality & reproductive health





**EVERYONE DESERVES  
COMPREHENSIVE, INCLUSIVE,  
PLEASURE-CENTERED,  
MEDICALLY ACCURATE  
SEX EDUCATION.**

# 04/2023-09/2023 CONFIRMED PARTNERS



## \$10K PACKAGE INCLUDES

- **Exclusivity for 6 months + limit of 5 total non-competing sponsors**
- **2 thirty-second ads per episode on 1 podcast season (40 podcast ads on 20 episodes total)**
- **1x monthly social media posts on all of the following platforms: IG Reels, IG Stories, TikTok, Twitter, YouTube**
- **Quarterly ad-boosted posts on IG and TikTok on our platforms**
- **Quarterly giveaways**
- **Annual in-person event featuring each partner**
- **Cost: \$10,000**

# WHAT OUR PARTNERS SAY ABOUT US

## RELEVANT KPIS

- 1) Increase Sales
- 2) Increase Brand Awareness
- 3) Increase Social Media Followers and Engagement

"Amazing team, sex-positive community, and authentic content!"



"Danielle is a GEM and an absolute pleasure to work with!"



"The content was authentic, fun, engaging, and informative!"



## MOST POPULAR POSTS

On TikTok and IG



**"10 out of 10 would recommend this partnership to a colleague!"**  
- 11 of 16 Sex Ed with DB Partners





# CASE STUDY: UBERLUBE 10/20-6/22

In 2020, Uberlube was looking for content partnerships that would not only **drive sales of their product**, but would share their **mission for education** and inspire authentic **enthusiasm** for their **brand**.

Sex Ed with DB's **engaging podcast ads** and **social media posts** delivered on both accounts...

driving a **228% ROI** and **9% social engagement rate** and prompting Uberlube to extend their partnership for a **third year!**

## SPONSORSHIP DETAILS:

- **Goal:** Connect with target audience authentically to drive brand perception and ROI
- **Timing:** Podcast seasons 5 & 6 (October 2020-June 2022)
- **Execution:**
  - **45 thirty-second podcast ads** on Podcast Season 5 & Season 6
  - **3 Seggs Ed Show** miniseries sponsorships across social platforms
  - **Monthly or bimonthly Social Media posts** on Instagram, TikTok, Facebook, and Twitter per season

## RESULTS:



\*data from top 10 social posts  
\*\*according to [Hootsuite 2022](#)





# CASE STUDY: UBERLUBE 10/20-6/22 CONT.

We love our  
sponsors ...  
and they  
love us!

## UBERLUBE QUOTES

"Sex Ed with DB consistently performs well for us and her podcast is always in our top 5 ROI-driving sponsorships."



"I was surprised by the immediate response from TikTok. It's the most success we've seen from social advertising!"







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