



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



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! BUST! BUST! Brut. news group The lily



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#### 04/2023-09/2023 CONFIRMED PARTNERS







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## \$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





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

beducated

### 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

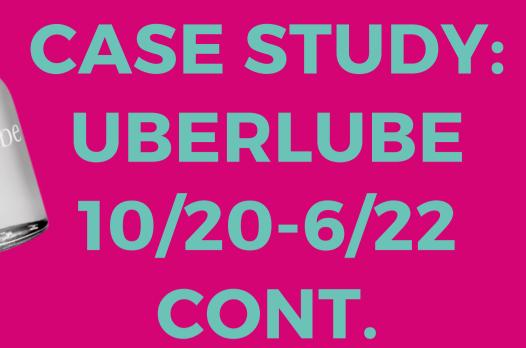
#### **RESULTS:**



Sex Ed with DB

Benchmark\*\*

\*data from top 10 social posts \*\*according to <u>Hootsuite 2022</u>



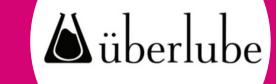
We love our sponsors ... and they love us!

**UBERLUBE QUOTES** 

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









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