



2022

SPONSORSHIP
& EXHIBITING
OPPORTUNITIES



PODCAST
MOVEMENT

Evolutions

MAR
23-26

ABOUT EVOLUTIONS

Think of Evolutions as three single track events, all happening simultaneously, with combined keynote talks, parties and networking events.

Each track is carefully curated to be a well rounded offering of discussions covering the spectrum of podcasting. So versus needing to decide what sessions to attend during each block,

we instead do the decision making for you. Simply sign up for the track that fits you best, and we'll do the rest!

Evolutions gets its name because the main focus of the event content is the constantly changing landscape of the podcast industry. Regardless of your experience level or place in podcasting, knowing what is going on around you is crucial to your success.

Attendance

Close to 2,000 attendees expected

Location + Dates

March 23 - 26 // 2022 // Los Angeles

Content Focus

Innovations and evolutions in podcasting for everyone in the industry

Education/Tracks

Industry Professional // Professional Podcaster // New and Hobbyist Podcaster

Other Activities

Networking events, parties and a small expo hall

Investment

Starting at \$149 for a Creator pass



PAST PM SPEAKERS



AISHA TYLER

Girl on Guy



DAN CARLIN

Hardcore History



GLYNN WASHINGTON

Snap Judgment



GUY RAZ

TED Radio Hour &
How I Built This



MARK CUBAN

Fireside



ROMAN MARS

99% Invisible



SARAH KOENIG

Serial



TERRY GROSS

Fresh Air

**+1,000's
MORE**

CURRENT & PAST SPONSORS



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zoom



Simplecast



PODCAST  MOVEMENT
Evolutions
LOS ANGELES

+100s MORE

2022 SPONSORSHIP OPPORTUNITIES

SPONSOR PACKAGES

- ~~Platinum // \$50,000 // 1 available~~ **SOLD**
- ~~Gold // \$20,000 // 2 available~~ **SOLD**
- ~~Silver // \$8,000 // 2 available~~ **SOLD**

EXPO BOOTHS

8x8 // \$3,500 // 3 Left

16x10 "Peninsula" // \$10,000 // 1 Left

- ~~30/12 "Peninsula" // \$15,000 // 1 available~~ **SOLD**

BRANDING (All Exclusive)

- ~~Attendee Badge // \$10,000~~ **SOLD**
- ~~Attendee Welcome Bag // \$10,000~~ **SOLD**
- ~~Virtual Ticket // \$10,000~~ **SOLD**
- ~~Event WiFi // \$8,000~~ **SOLD**
- ~~Hotel Key Card // \$6,000~~ **SOLD**

Hotel Room Drop Sponsor // \$2,000 // 2 Nights Available

- ~~Lanyard // \$10,000~~ **SOLD**

- ~~Mobile App // \$4,000~~ **SOLD**

Merch Store Sponsor // \$4,000

Downstairs Workspace Sponsor // \$3,000

NETWORKING (All Exclusive)

- ~~Coffee Lounge & Coffee Sponsor (Main Floor Lobby) // \$5,000~~ **SOLD**

- ~~Speaker/Sponsor/Industry Pass Lounge // \$8,000~~ **SOLD**



2022 SPONSORSHIP OPPORTUNITIES

EDUCATION (All Exclusive)

~~Industry Track / \$12,500~~ **SOLD**

~~Professional (Full Time) Podcaster Track // \$9,000~~ **SOLD**

~~Creator (New & Amateur Podcaster) Track // \$9,000~~ **SOLD**

Private Lunch or Breakfast (Food Incl) // \$10,000

~~Pre-Con Workshop Sponsor // \$5,000 // 3 available~~ **SOLD**

PARTIES/EVENTS (All Exclusive)

~~Wednesday Afternoon Check-In Party // \$10,000~~ **SOLD**

~~Wednesday Evening Welcome Party // \$10,000~~ **SOLD**

~~Thursday Evening "Main" Party // \$15,000~~ **SOLD**

Friday Evening Party // \$5,000

~~Podcast Hall of Fame Ceremony // \$6,000~~ **SOLD**

~~Speaker & Sponsor Reception // \$6,000~~ **SOLD**

Private Dinner/Event/Party Sponsor // \$3,000

PRINT PROGRAM ADS

Half Page 5.5" x 4.25" // \$500 // 4 available

Full Page 5.5" x 8.5" // \$1,000 // 4 available

BAG INSERTS

Attendee Bag Insert Add-On // \$1,000 // 5 available

Attendee Bag Insert (Non-Sponsor) // \$2,000 // 5 available



SPONSOR PACKAGES

These packages include exposure and branding not available to anyone else, and represent the biggest supporters who make Evolutions possible. You'll also enjoy the earliest selection of your booth location, and additional inclusions to make the most out of your Evolutions activation.

SOLD



~~PLATINUM~~

~~// \$50,000~~

~~// 1 available~~

- 16'x8' island booth in preferred location
- 10 All Access passes for staff and clients
- Platinum branding on homepage, sponsor page, and registration confirmation page
- Platinum branding on stage signage
- Two Full page ads in print program
- One insert in attendee gift bag
- Private meeting room at conference venue
- Exposure on every Event Newsletter

SOLD



~~GOLD~~

~~// \$20,000~~

~~// 2 available~~

- 8'x8' expo booth
- 6 All Access passes for staff and clients
- Gold branding on homepage, sponsor page, and registration confirmation page
- Gold branding on stage signage
- Full page ad in print program
- One insert in attendee gift bag
- Private meeting room at conference venue
- Exposure on every Event Newsletter

SOLD



~~SILVER~~

~~// \$8,000~~

~~// 2 available~~

- 8'x8' expo booth
- 4 All Access passes for staff and clients
- Silver branding on homepage & sponsor page
- Silver branding on stage signage
- Half page ad in print program
- One insert in attendee gift bag
- Exposure on every Event Newsletter

PODCAST



MOVEMENT

Evolutions

LOS ANGELES

EXPO BOOTHS

The Evolutions expo hall is open all day Thursday, Friday and most of Saturday. We'll feature extended midday breaks, as well as a dedicated "expo time" to maximize your exposure.

You have several size and location options to choose from in 2022.

8x8 Booth

\$3,500 // 3 Left

Includes 6' table, chairs, wastebasket, and access to shared conference WiFi. Also includes 2 Evolutions passes and logo displayed on website exhibitor page.

16x10 Peninsula Booth

\$10,000 // 1 Left

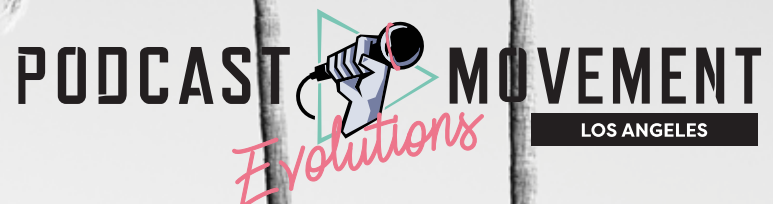
Includes 6' table, chairs, wastebasket, and access to shared conference WiFi. Also includes 3 Evolutions passes and logo displayed on website exhibitor page.

30x12 Peninsula Booth

~~\$15,000~~ // 1 available

SOLD

Includes 6' table, chairs, wastebasket, and access to shared conference WiFi. Also includes 4 Evolutions passes and logo displayed on website exhibitor page.



BRANDING (All Exclusive)



~~Virtual Ticket~~

\$10,000 **SOLD**

The Virtual Ticket is a premier live and on-demand tool that gives ticket holders access to videos from every session taking place at this year's event, as well as select live streaming access for those not in attendance.

- All conference materials will market the ticket as "presented by Company Name".
- All online materials & mobile app will market the ticket as "presented by Company Name".
- Your logo or 5 second trailer will appear at the beginning of every video on the ticket
- Your 15 second trailer will be played at the end of every video on the ticket
- Logo displayed on website sponsor page.

~~Workspace Table Sponsors~~

\$3,000

- Exclusive branding of custom table cloths in downstairs workspace room
- Welcome bag insert placement
- Logo displayed on website sponsor page

~~Mobile App~~

\$4,000 **SOLD**

- Exclusive co-branding with Evolutions on the custom iOS and Android mobile app
- Full page ad in program
- Welcome bag insert placement
- Logo displayed on website sponsor page
- Dedicated email to all attendees promoting app, as well as your company

~~Welcome Bag~~

\$10,000 **SOLD**

~~Event WiFi~~

\$8,000 **SOLD**

- Full creative input on wifi network name, password, and splash page and welcome page
- Ability to place small signage at event for WiFi
- Includes 1/2 page ad in program
- Logo displayed on website sponsor page

~~Hotel Key Card~~

\$6,000 **SOLD**

- Includes full creative input on front of key cards for all hotel guests
- Includes printing and distribution costs involved
- Logo displayed on website sponsor page
- 2 All Access passes for staff and clients

~~Lanyard~~

\$10,000 **SOLD**

~~Attendee Badge~~

\$10,000 **SOLD**

~~Hotel Room Drop~~ \$2,000 // 2 available

Many of the attendees at Evolutions will stay at our host hotel, which also serves as the conference venue. This opportunity allows you to be able to gift each overnight attendee with a sponsored room drop. The hotel will deliver your item to each attendee's room on the day of your choice.

Note that this sponsorship gives you the right to be the only sponsor delivering to our guests on those days, but does not include any charges passed along by the hotel for this service, nor does it include the actual costs of your gifts.



NETWORKING (All Exclusive)



~~Coffee Lounge & Coffee Sponsor~~

\$5,000 **SOLD**

As sponsor of this opportunity you will receive the following benefits:

- Includes full color custom printed coffee sleeves, using your design, for all coffee served at the event on Thursday, Friday and Saturday
- Opportunity to provide table tent style signage at all coffee stations
- Logo displayed on website sponsor page



Merch Store Sponsor

\$4,000

No one wants to leave Evolutions without a shirt or other memorabilia to commemorate the epic week, and we'd love to have you help send everyone home happy.

- Sponsor is the official and only sponsor of the Podcast Movement Merchandise Store, which will be co-branded
- Store and Sponsor's participation in it will be promoted in Podcast Movement emails
- Table next to merch area that Sponsor may use for display, info, etc
- Two Evolutions passes



~~Speaker/Sponsor/Industry Pass Lounge~~

\$8,000 **SOLD**

Hundreds of the best and brightest Evolutions attendees will have access to the Lounge, which will be the premier place for networking to happen.

As sponsor of this exclusive opportunity you will receive the following benefits:

- Includes all food and drink to be served in the lounge on Thursday, Friday and Saturday
- All conference materials will market the lounge as "presented by Company Name"
- All online materials will market the lounge as "presented by Company Name"
- Opportunity to pass out materials to attendees in the lounge
- Opportunity to display signage in the lounge
- Opportunity to "set up shop" and meet the Lounge attendees in an environment away from all other Evolutions partners
- 2 Evolutions passes



EDUCATION (All Exclusive)

Evolution's sessions are divided up between 3 tracks, each one with a different target attendee. This year, we're giving partners the chance to get involved with the tracks that are most applicable to them.

Each track sponsorship includes:

- Track branded as “presented by Your Name” in all materials
- A dedicated room where most sessions on the track will take place.
- Your branding on our room signage.
- Opportunity to welcome attendees at the beginning of each day, plus “emcee” the room where most of the sessions will take place
- Opportunity to “seat drop”, where you can put a piece of marketing material in each chair between sessions
- 2 Evolutions Passes

~~Industry Track~~

\$12,500 **SOLD**

This track is focused on the business side of podcasting. Attendees to these sessions will mainly be professionals in the podcast industry, versus podcasters themselves.

~~Professional (Full Time) Podcaster Track~~

\$9,000 **SOLD**

This track is aimed at podcasters already making a living, or significant revenue from their podcast.

~~Creator (New & Amateur Podcaster) Track~~

\$9,000 **SOLD**

This track is aimed at new podcasters, or those podcasters who are experienced but do their podcasts as a hobby instead of a profession.



EDUCATION (All Exclusive)

Lunch & Learn or Private Breakfast Sponsor

\$10,000

Address a group of 55 targeted conference-goers during this hour-long, invitation-only lunch and private networking event. Sponsor also receives branding on digital invitation and all official promotion of the event. Plated lunch costs for 50 guests and up to 5 staffers are included in the sponsorship for a total of 55 seats. Additional signage or give-aways are at the discretion of the Sponsor.

Note: We do not share attendee email addresses as part of attendee outreach.

~~Workshop Sponsor~~

\$5,000 // 3 available **SOLD**

The last day of Evolutions will feature several partner-lead workshops. You can program your own day of sessions, and invite our attendees to take part!



PARTIES/EVENTS (All Exclusive)



~~Wednesday Afternoon Check-In Party~~

\$10,000 **SOLD**

This event takes place in the foyer of our expo and is the main time for attendees, speakers, and sponsors to pick up their badges.

Evolutions attendees love to network, and you can help facilitate that, plus welcome attendees the afternoon before the conference begins.

This package includes:

- A Lobby Bar drink ticket for the first 500 people who pick up their badge
- All conference materials note the event as “presented by Company Name”
- Opportunity to welcome attendees to the event
- Opportunity to co-brand registration counters used during check in event, and the remainder of the conference after
- All online materials & mobile app will market the event as “presented by Company Name”
- Opportunity to display signage at event
- Logo displayed on website sponsor page
- 2 Evolutions passes



Friday Evening Party

\$5,000

After another long day in conference rooms, the attendees of Evolutions will be excited to get out of the hotel and mix it up. You call the shots, and can select the venue, offerings, and make it your own! And need help? We have some awesome ideas already!

This package includes:

- Cost of food and drink not included
- Opportunity to “take the stage” and thank those in attendance
- Opportunity to program event theme and entertainment
- All conference materials will market the party as “presented by Company Name”
- All online materials will market the party as “presented by Company Name”
- Opportunity to distribute materials or gifts to attendees at the party
- Opportunity to display signage at the party
- 4 Evolutions passes
- Logo displayed on website Sponsor page



~~Speaker & Sponsor Reception~~

\$6,000 **SOLD**

Help us thank the heart and soul of PM (the speakers and sponsors) to Evolutions 22 at our private “thank you” reception.

This package includes:

- Cost of food and drink not included
- All communication with speakers will promote the event as “presented by Company Name”
- Opportunity to pass out materials to attendees
- Opportunity to display signage at the event, in addition to other branded activations (staff shirts, cocktail napkins, etc)
- 2 Passes to PM22 for you and your clients

PARTIES/EVENTS (All Exclusive)



~~Podcast Hall of Fame Ceremony Sponsor~~

\$6,000 **SOLD**

The Academy of Podcasters Hall of Fame ceremony returns for the fifth year, this time on Friday, March 25 at the conclusion of day 2 of Evolutions. And you can be the one to make the ceremony a reality!



~~Wednesday Night Welcome Party Sponsor~~

\$10,000 **SOLD**

This party is something that you can arrange on your own off site, or we can assist you in organizing something on location. Evolutions attendees love to network, and you can help facilitate that, plus welcome attendees the evening before the conference begins. Be the center of attention as you plan this gathering. This will be held on your terms, so you call the shots, and we tell everyone to be there!

This package includes:

- Cost of food and drink not included
- All conference materials note the event as “presented by Company Name”
- Opportunity to welcome attendees to the event
- All online materials & mobile app will market the event as “presented by Company Name”
- Opportunity to distribute materials or gifts to attendees
- Opportunity to display signage at event
- Logo displayed on website sponsor page
- 2 Evolutions passes



~~Thursday Evening Party (This is the BIG one)~~

\$15,000 **SOLD**

After the first full day at the conference, the attendees of Evolutions will be excited to have some fun. You call the shots, and can select the venue, offerings, and make it your own! And need help? We have some awesome ideas already!

This package includes:

- Cost of food and drink not included
- Opportunity to “take the stage” and thank those in attendance
- Opportunity to program event theme and entertainment
- All conference materials will market the party as “presented by Company Name”
- All online materials will market the party as “presented by Company Name”
- Opportunity to distribute materials or gifts to attendees at the party
- Opportunity to display signage at the party
- 4 Evolutions passes
- Logo displayed on website Sponsor page

PARTIES/EVENTS (All Exclusive)



Private Dinner/Event/Party Sponsor

\$3,000

Attendees love to network and celebrate. Here's an opportunity to throw an event that everyone will be talking about long after the conference is over. Events can be open or VIP. We will help coordinate RSVPs if you'd like. Ideas include: pub crawl, bowling, game night, live music, karaoke, happy hour, dinner, etc.

This package includes:

- PM team will help determine the best time and date for your event.
- Opportunity to distribute information and/or gifts to attendees at the event
- Opportunity to display signage at the event
- If the event is open to all, printed materials, online materials & mobile app will market the event as "presented by Company Name"
- Cost of event (venue rental, food, drink etc.) is not included
- Logo displayed on website sponsor page
- 2 Evolutions passes



Bag Inserts

Opportunity to place one item in attendee welcome bag. (Receiving fees for books and magazines not included)

\$1,000 // 5 available

Attendee Bag Insert Add-On

\$2,000 // 5 available

Attendee Bag Insert (Non-Sponsor)



Print Program Ads

\$500 // 4 available

Half Page 5.5" x 4.25"

\$1,000 // 4 available

Full Page 5.5" x 8.5"



Interested in a Podcast
Movement
sponsorship or exhibition
opportunity?

kristy@podcastmovement.com



PODCAST MOVEMENT

Evolutions

2022