



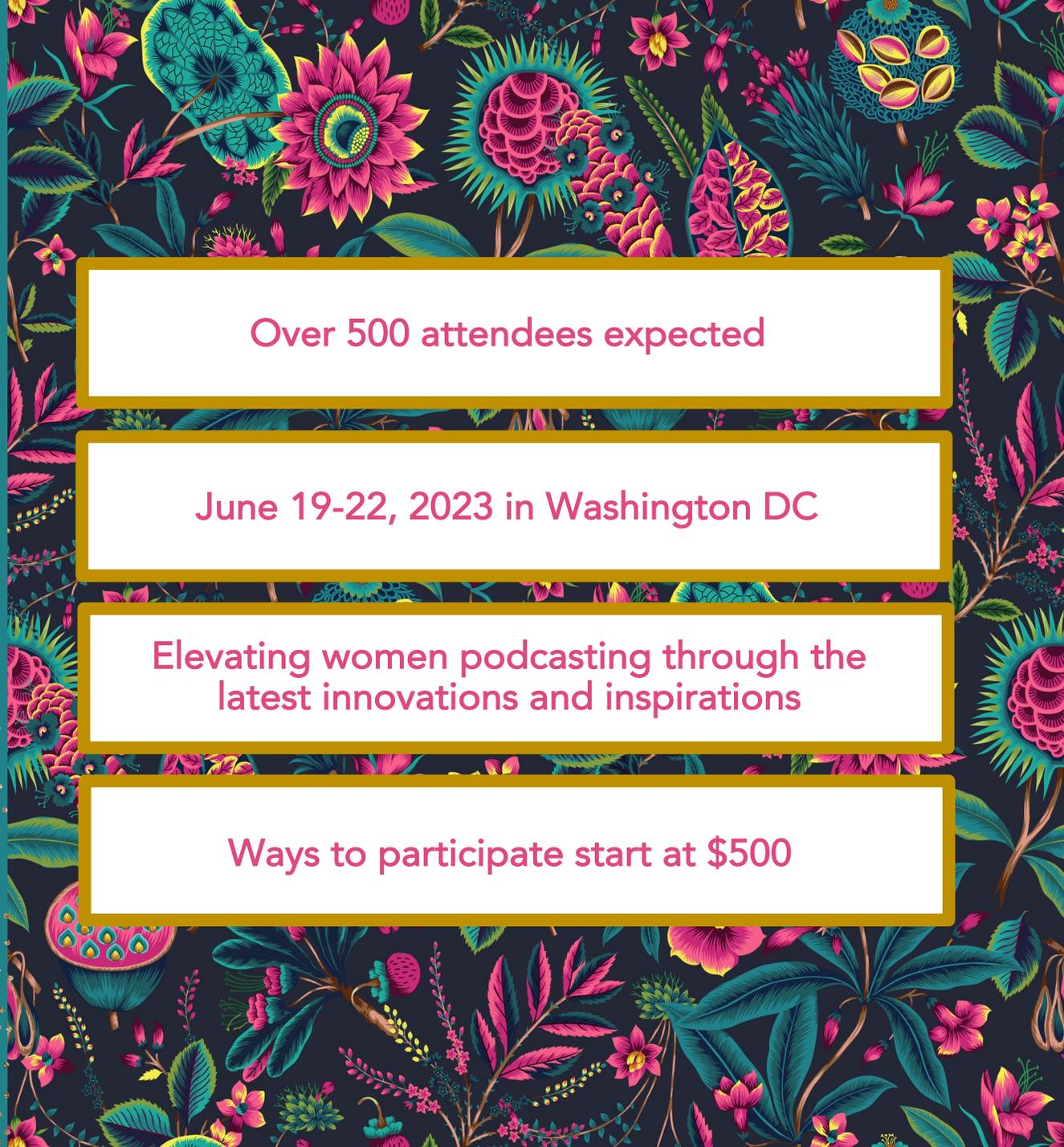
She Podcasts Live!

June 19-22, 2023

MGM NATIONAL HARBOR | WASHINGTON, D.C.



Join the world's largest
gathering of women
podcasters, audio content
creators, story tellers, and
more.



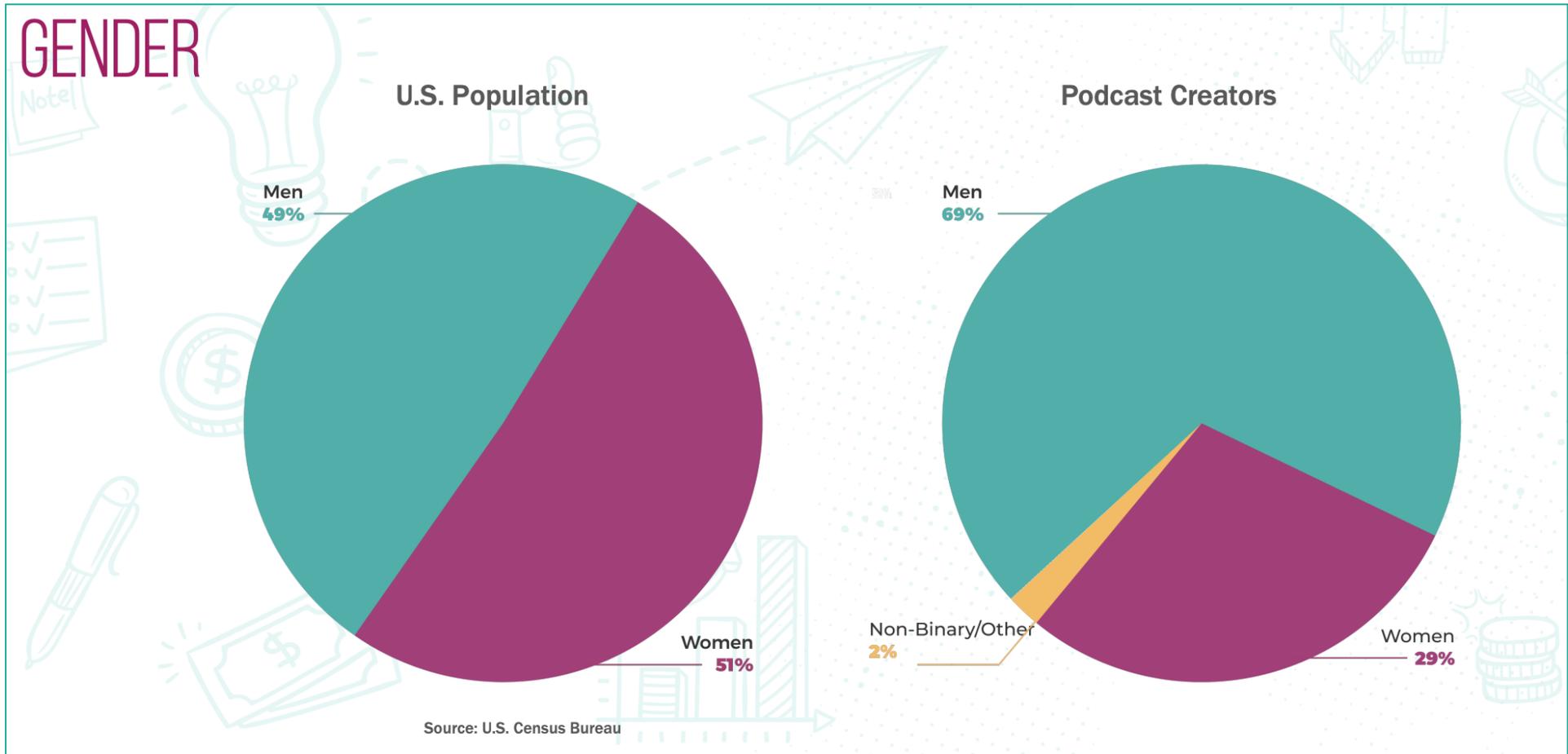
Over 500 attendees expected

June 19-22, 2023 in Washington DC

Elevating women podcasting through the
latest innovations and inspirations

Ways to participate start at \$500

THE FUTURE IS FEMALE AND IT'S TIME FOR PODCASTING TO CATCH UP



SOURCE: 2022 Edison Research Study, "Sounds Profitable, The Creators – The People Behind The Podcasts"

JOIN A UNIQUE EXPERIENCE WITH SOME PRETTY AMAZING PEOPLE

Hi! We are the founders of She Podcasts, Elsie and Jessica. We are two tech-obsessed moms who love glitter, chocolate and the smell of new software to play around with. Over 40, relatively entertaining, sharp-as-a-tack digital marketers from Year Zero, who love our men to pieces but also would be grateful if they'd just let us talk for 5-10 minutes.

We are also: Warriors. Survivors. Victims of abuse. Passionate about feminism, diversity, LGBTQIA rights, advocacy, equality, and make sure that those who aren't being heard get a chance on our watch.

Entrepreneurs, Podcasters, Mediators. Journalers, Minorities. Apple Junkies.

We created She Podcasts to support and nurture podcasters who've traditionally been excluded from the podcast market. This includes cis and trans women, non-binary and those who are all around gender fabulous. For 2023, we are continuing our mission, and we'd love your support.



*Elsie Escobar and Jessica Kupferman
Co-founders, She Podcasts*





EVERYONE DESERVES TO BE HEARD.

That's the foundation of She Podcasts.

We started this group because we believe women have a unique challenge in getting their voices to be heard. Women lead busy, full lives and often don't put themselves first. Some of them have charity and philanthropy work they want to support but don't think they have the technical knowledge to podcast. Some feel hesitant about putting themselves into a public space. And all of them, just like all human beings, wonder if they're good enough to have their own show.

Our show is dedicated to diversity and inclusivity. Every speaker is a woman or marginalized gender, a current podcaster, and we work as hard as we can so that at least 50% or more are people of color, LGBTQIA, or both.

9

YEARS OF SHE PODCASTS

21,500+

COMMUNITY MEMBERS

350+

PODCAST EPISODES

3

YEARS OF OUR LIVE EVENT



COMPANIES THAT SUPPORT US
HELP MAKE OUR INDUSTRY MORE
DIVERSE, DYNAMIC AND SUCCESSFUL





BESIDES BEING FABULOUS

A few facts about the amazing people who turn out for She Podcast Live

- 👑 98% are active podcasters
- 👑 80% actively drive purchasing decisions at work*
- 👑 86% make the purchasing decisions at work*
- 👑 They are producers, business managers, talent, editors, writers, engineers, community managers
- 👑 They have lots of reasons for joining us:

- *Looking to network and make new connections*
- *Seeking ways to improve their podcasts*
- *Ways to monetize their podcast*
- *Nurture and grow their audience*
- *Honing their craft*

2023 TRACKS

Nurture

Activities to help you nurture yourself, each other, your community, the world. Self care, meditation, creativity and other fun sessions

Achieve

Taught by those who have done it all, the focus here is brand expansion and monetization.

Start

Learn the basics about tech, branding, best practices from the top podcasting consultants in these sessions.

Refine

Honing podcast skills, process and marketing to fully realize the show's potential. This track helps maximize the momentum you've got going.

Grow

Taking it to the next level, these sessions will focus on marketing and audience development and growth sessions.

Sample Day

Registration

8:00 AM - Morning Yoga

9:00 AM - Coffee

10:00 AM - Welcome

10:30 AM - Keynote

11:15 AM - Sessions

12:00 PM - Sessions

1:00 PM - Lunch Break

2:00 PM - Sessions

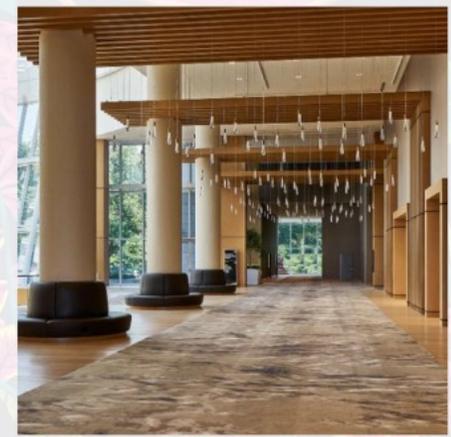
3:00 PM - Sessions

4:00 PM - Keynote

5:00 PM - Closing

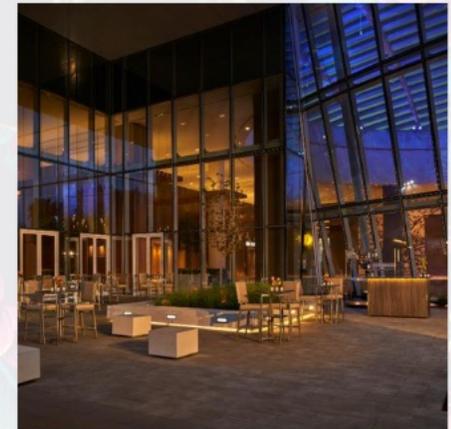
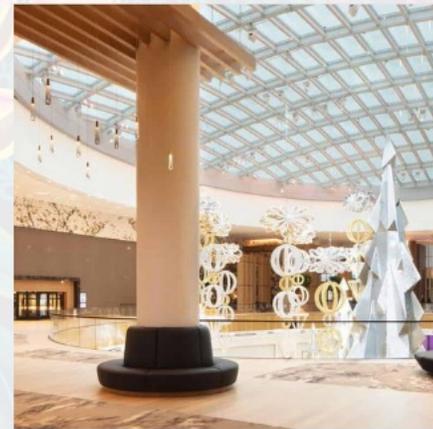
Dinner

Networking / Social / Party



OUR VENUE FOR 2023

MGM National Harbor is the premiere conference and entertainment destination located on the banks for the Potomac just outside of Washington, DC. Featuring 300+ luxurious guest rooms, 50,000 sq. ft. of state-of-the-art meeting space, 9 restaurants with acclaimed chefs, a 3,000 seat theatre and gaming floor, everyone attending ShePodcasts LIVE can expect an exceptional experience.





The place to be if you're loud-mouthed, charming, opinionated, sharp, hilarious, or honest to a fault.

In the past, we've been encouraged to act demure, shy, and timid. It's because we are POWERFUL. It's because we are brilliant. It's because we are innovative. And it's because there was a fear that, had someone encouraged us to be those things, we'd be less easy to control.

That shit is done. And our mission with this conference is to make sure of it. We are UNDENIABLE and we will no longer be denied, a voice, an opinion, physical space - on your panel, at your table, in the room, the things we need - spiritually, physically, or emotionally

If you even THINK you'd be great at educating, informing, encouraging, or entertaining people, you are going to want to be here. Don't deny it!



OUR THEME: UNDENIABLE



LET'S CREATE YOUR PRESENCE

Be Undeniable

- Provide a memorable experience
- Make a big impression
- Meet up with potential customers
- Turnkey execution with minimal requirements from your onsite team
- Ideas start at \$500



UNDENIABLY YOU! (Branding)

BRANDED ENTRYWAY

\$12,000



INCLUDES:

Make an entrance by putting your company's best face forward for everyone attending our keynotes and main stage events. Production and installation extra.

Includes 4 passes.

WRAP THOSE COLUMNS

\$9,000



INCLUDES:

Dress the main corridor by wrapping the 3 columns with your company's branding for everyone to see attending our sessions and exhibits. Production and installation extra.

Includes 4 passes.



UNDENIABLY YOU! (Branding)

INTERACTIVE WALL

\$6,000



INCLUDES:

Our attendees are heavy social media content creators and influencers. Give them the stage to post or stream live with your brand. Production and installation extra.

Includes 4 passes.



UNDENIABLY YOU! (Branding)

CHARGING STATION

\$3,000



INCLUDES:

Display your logo on our mobile charging stations for use by all attendees. Stations will be placed in prominent areas around the event space.

Includes 2 passes.

ROOM DROP

\$2,000



INCLUDES:

Surprise attendees when they are in wind down mode. A great way for your company to a lasting impression. Delivered at the end of the day. Sponsor provides item.

Includes 2 passes.

SWAG BAG ITEM

\$1,000



INCLUDES:

Sponsor provided swag or collateral piece included in She Podcasts Live branded tote bag. Given to all attendees at time of check-in.



UNDENIABLY YOU! (Branding)

LIVESTREAM
\$6,000



INCLUDES:
Co-branded with She Podcasts Live the sponsor's name and logo will appear for all viewers of our main stage programming.

Includes 4 passes.

PHOTO BOOTH
\$5,000



INCLUDES:
Our attendees are fun and fabulous and love a photo op. Your company branding will be included as they glam and ham it up.

Includes 3 passes.

WATER STATION
\$3,000



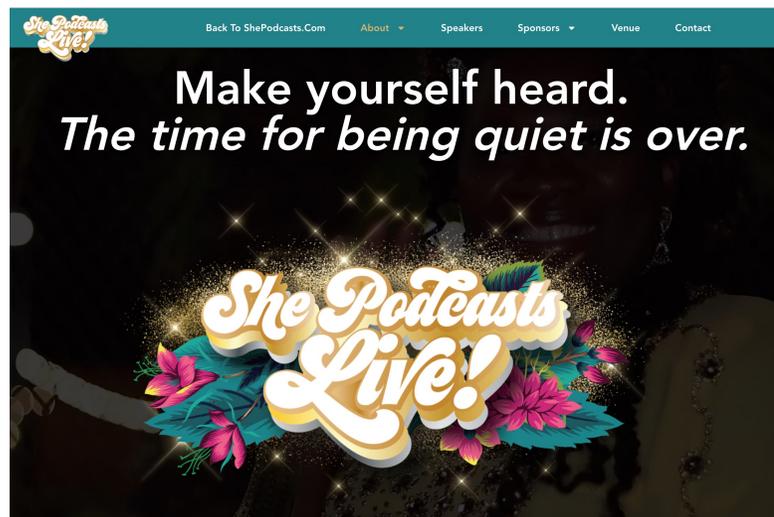
INCLUDES:
Sponsor branded water stations located within event areas on 8' x 8' table. Sponsor to provide swag and or collateral item at table.

Includes 2 passes



UNDENIABLY YOU! (Branding)

DIGITAL ADVERTISING
\$500



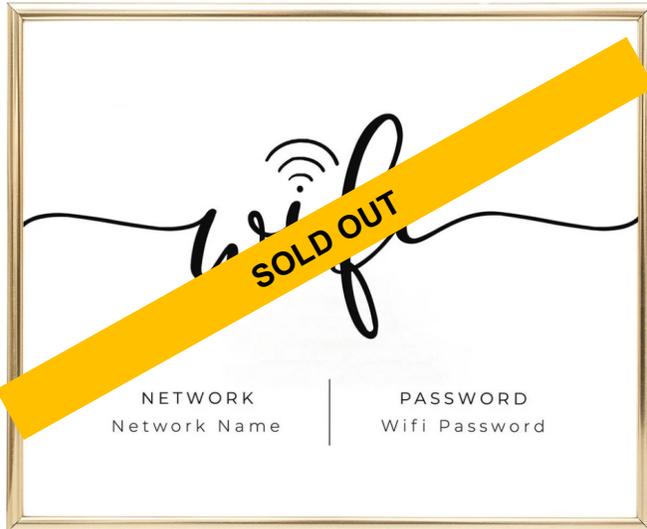
INCLUDES:

Attendees will see your ad on our event website and in the event app.
2 social media posts will reach our community. Logo included in our sponsorship lock-up for use pre/during/post event.



UNDENIABLY YOU (Branding)

WIFI W/PASSWORD



INCLUDES:

No one is getting wifi access without the use of your customized username and password. Our WIFI will run in the event space for the duration of She Podcasts Live. Includes 2 passes.

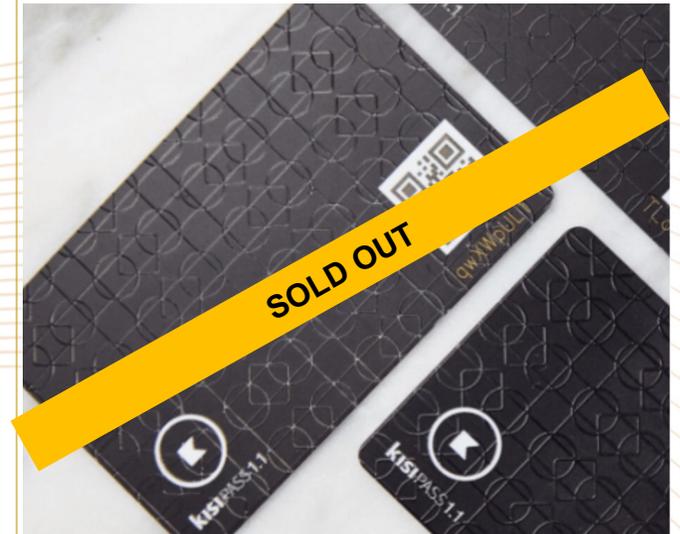
LANYARD



INCLUDES:

Co-branded with She Podcast Live includes your company logo. This high visibility piece will be seen on everyone wearing event badges throughout the week.

CARD KEY



INCLUDES:

Co-branded with She Podcasts Live logo and will include sponsor logo. Card keys are provided to attendees staying at the MGM Grand Harbor.



UNDENIABLY FUN! (Interactive)

TRACK SPONSOR
\$10,000



INCLUDES:

Host 1 of our 5 programming tracks and receive "Hosted by..." branding. Signage at the door, app and stage signage.

Includes 4 passes to event.

ELEVATOR PITCH
\$5,500



INCLUDES:

Hit us with your best shot. Share your story and catch attention from the mainstage before and after our keynote sessions. 5-7 minutes max.

Includes 3 passes to event.

PREMIERE PODCAST BOOTH
\$6,000



INCLUDES:

Prime location right by our entrance to exhibitor area. It's a main stopping point throughout the day.

Includes 12x12 table, chairs, power, wastebasket and 3 passes.



UNDENIABLY FUN! (Interactive)

INTROVERT/EXTROVERT PARTY - \$7,000



INCLUDES:

2 parties, 1 night. Attendees will connect with you where they are most comfortable. Brand the area, provide swag and/or collateral.

Includes 3 passes to event.

BREAKFAST \$6,500



INCLUDES:

Boost the morning coffee with yummy food options to help start the day. Brand the area, provide swag and/or collateral.

Includes 3 passes to event.

SPEAKER/VIP LOUNGE \$5,000



INCLUDES:

Connect with our most influential attendees at our conference. Give the lounge a vibe that makes it easy to hang.. Includes tables, chairs, sponsor logo displayed at door & on digital signage and 2 passes.



UNDENIABLY FUN! (Interactive)

**PRIVATE
MEETING ROOM**
\$5,000



INCLUDES:

Create a quiet space for conversations with your best prospects. Includes tables, chairs, sponsor logo displayed at door & on digital signage and 2 passes.

EXHIBIT BOOTH
10'x10'; 20'; 30'
\$3,500; \$5,000; \$6,500



INCLUDES:

Create a highly engaging branded booth that will stop attendees in their tracks. Exhibit area will be down main corridors. Includes table, chairs, waste basket and power.

**NETWORKING
BREAKS**
\$4,000



INCLUDES:

Sponsor a break located within event areas. Provide swag and/or collateral.

Includes 2 passes to event.



UNDENIABLY FUN! (Interactive)

DIGITAL EXHIBITOR

\$500



INCLUDES:

Create an online experience in our event app to engage with our attendees. Schedule virtual meetups. Provide live demos. Logo included in our sponsorship lock-up for use pre/during/post event.

MORNING YOGA



INCLUDES:

Catch attendees first thing and help them find their zen before the day begins. Includes sponsor logo on directional signage and entrance table. Sponsor to provide swag and or collateral item at table.

WELCOME PARTY



INCLUDES:

Get everyone in the mood for She Podcast Live 2022! Sponsor can brand the area, provide swag and or collateral items. Signage at the entrance and digital directional signage. Includes 4 passes to event.



MGM GRAND BALLROOM



FLOOR PLAN





MORE TEA...

ALL SPONSORS RECEIVE

- Logo included on gift bag to all attendees
- Logo included in sponsorship lock-up in all promotional materials and signage

\$10,000 and above

- Premiere logo placement, ranked by spend
- 4 passes

\$6,000 to \$9,500

- Priority logo placement, ranked by spend
- 3 passes

\$1,500 to \$5,500

- Logo placement, ranked by spend
- 2 passes

SPEAKING/PANELIST OPPTYS

- Submit request



CONTACT US

We are honored that you are considering a partnership or sponsorship with She Podcasts LIVE.

She Podcasts is a strong brand that will connect your company to the powerful women's market. We are looking for a long-term relationship and have many creative ideas that will help make a partnership with us a success.

Let us help you with multi-year deals and custom activations.

MARGIE LAMPARILLO
DIRECTOR OF SPONSORSHIPS

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