



BELLWETHER BELLWETHER

A bellwether is one that leads or indicates trends; a trendsetter.

In sociology, the term is applied in the active sense to a person or group of people who tend to create, influence, or set trends.

CONTENT + COMMUNITY PARTNER PACKAGES

Project Overview:

"Bellwether Culture" is a podcast that features amazing people who have galvanized communities to move culture forward. The entire season of eight interviews will be recorded in front of an invite only live audience of Bellwethers (industry influencers).

MIAMI • AUSTIN • NYC • TORONTO • VEGAS

Season One features Jonathan Mannion, Jeff Staple, Sarah Mary Cunningham, Bonin Bough, Jane Lu, Indrani Pal-Chowdhury, Liz Bacelar, and Mindy Grossman.

Audio post production is narrative style, similar to "How I Built This" or Jeff Staple's "Business of Hype." Video is produced from a multi-camera shoot.

[BELLWETHER PARTNER WEBSITE](#)



Content Partner:

A first of it's kind: Recorded entirely in front of live, invite-only audiences, Bellwether uniquely merges events and podcasts to create a curated experience for attendees.

One Bellwether Season checks all the boxes: Sponsors get meaningful face-to-face interaction with, and exposure to, the influencers that matter in their industry. Additionally, by merging events + podcast, we can create robust content package that includes audio, video and photo. Face to face + digital.

GIFTING PACKAGE (BY INVITE-ONLY)

- Opportunity to distribute product / material into attendee gift bag.
- We will share guest list (excluding contact info) in post with your team,
 - Will send opt-in introduction requests on your behalf, and put you in touch accordingly.
- Two day event access for two team members
- Invite to the media influencer lunch at secret location prior to event start.

\$2,500

SILVER

- Brand messaging in all podcast audio for Season 2 (minimum 8 episodes).
- Brand inclusion in all videos created for Season 2 (minimum 16).
- Gifting opportunity to all attendees or hosts & featured speakers.
- We will share guest list in post with your team, so that you all can identify key people to connect with.
 - Will send opt-in introduction requests on your behalf, and put you in touch accordingly.
- Online branding on Bellwether Culture site, application form, and registration page.
- Inclusion on email newsletter recap.
- Opportunity to distribute product / material into attendee gift bag.
- Invite to the media influencer lunch at secret location prior to event start.

\$7,500

PACKAGES CONTINUED ON THE NEXT SLIDE

BELLWETHER PARTNER WEBSITE

IF CONFIRMED BEFORE MAY 15, WE CAN INCLUDE YOUR BRAND IN SEASON 1 CONTENT AT NO ADDITIONAL FEE.

Fully Integrated:

GOLD (only 3 available)

Includes Silver plus:

- On-site experiential activation (2 events)
- On-site branding at Bellwether Culture recording events (2 events).
- Brand placements in official event video highlight reels.
- Thank you note to all guests to include a call to action for your company.
- Product integration into the live experiences (2 events).
- Inclusion in press announcement (PR NewsWire).
- A team member to join VIP dinner, which will take a week prior to the two-day event.

\$12,500

PLATINUM (only 1 available)

Includes Gold plus:

- Title Partner of Series ("this series is powered by...").
- Brand placement in frame on content stage set.
- Digital video loop with brand integration during NYC 2-day experience.
- Logo Watermark on Videos.
- Full distribution rights to all related content in this series (without chopping).
- Dedicated Content Package:
 - 2x 30 second branded videos
 - 10 images for distribution rights on social incorporating your product.

\$30,000

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Case Study:

Recording w/ Jeff Staple: Recorded at Chelsea Music Hall as part of our Season One gathering event. These audio, video, and stills are examples of the content taken for each of our recordings.

[Podcast Audio](#)

[Event Image Gallery](#)

[Event Highlight Reel](#)

[Podcast Video](#)

206 unique registrants over our two day activation.

C-Level / Founder: 130
VP / Director: 30
Other: 22
Manager: 18
Associate: 6

40 influencers w/ 25K+ following
56 work at product brands
22 work as media professionals
7 are community organizers

*over 75% of registrants
VP/Director+

Females: 124 / Males: 82
Avg Age: 33
Avg Income Range: \$150-\$200K



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