

Watered Grass Affiliates & Sponsors



As Watered Grass has been growing over the past year, so has the engagement of its audiences. With such a targeted demographic region, Watered Grass continues to grow a very loyal fanbase that returns faithfully with each episode. While the total number of downloads appears small in comparison to large, syndicated podcasts, the WG community is actively engaged and spreads based on meaning of the content to the listener.

Below is the information about advertising options available through the Watered Grass platform. If interested, please use the [Contact Me](#) link on www.wateredgrass.com

Statistics:

Most listeners located in New Haven and Hartford County, Connecticut

The new season is averaging 750 downloads per month

Instagram impressions: on average 4000 impressions per week, 439 unique accounts reached. Instagram TV (IGTV) videos new addition to the Watered Grass account

Facebook: 233 followers of the podcast. 300 members in “Where to Water” group that highlights local events by podcast guests and other wellness professionals.

Interviews: must be a wellness-based service or business

- At least 1 promotion prior to the interview
 - featured on Instagram & Facebook
 - Linked to your social media to drive visits
- 1 promotion when the interview airs
 - featured on Instagram & Facebook
 - Linked to your social media to drive visits
- 1 promotion for the end- of- season wrap up
 - featured on Instagram & Facebook
 - Linked to your social media to drive visits
- Access to the Where to Water Facebook group, where you may post upcoming events to the audience.

Referral Code: open to all business types; acceptance is based on the discretion of the podcast.

- At the end of each episode, a unique code for your service/product will be mentioned. Ex: “Today’s episode was brought to you by.... remember, use code <insert code> for 10% off of your first purchase”
- The code will be mentioned in 10 episodes.
- Code and link to your website would be made available on my site under “Watered Grass Listener Bonuses”

- For each client using the referral code, Watered Grass earns a comparable credit to the discount on your service (i.e. use of \$5 off code earns Watered Grass \$5 towards your services/products) or a flat fee (negotiable based on product).



Sponsorship: open to all business types; acceptance is based on the discretion of the podcast.

- A 15 second ad embedded into episodes at the following rate:
 - \$5 per mention per episode
 - Ex: 5 episode with one 15-second ads each = \$25
- A 30 second ad embedded into episodes at the following rate:
 - \$10 per mention per episode
 - Ex: 10 episodes with one 30-second ad each = \$100
- Listing on the Watered Grass website “Sponsors” page with direct link to your website:
 - \$50 per month for a 300 x 300 logo/image and link
 - \$100 per month for a 600 x 600 logo/image and link
 - Additional \$50 per month to have logo added to cover image on website and Facebook page
- Instagram TV (IGTV) video
 - A video of up to 10 minutes in length that is continuously available to listeners highlighting your service or product.
 - Also shared to Facebook
 - \$50 per video



Packages:

- **Silver package (\$200) includes**
 - One 15-second ad for 10 episodes (\$30 value)
 - One 300x300 logo/image plus link on the Sponsors page for 6 months (\$300 value)
 - *Total savings: \$130*
- **Gold Package (\$500)**
 - One 30-second ad for 10 episodes (\$60 value)
 - One 600x600 logo/image plus link on the Sponsors page for 6 months (\$600 value)
 - One IGTV video (\$50 value)
 - *Total savings: \$210*



Co-sponsored Events

Let's plan something together! Open to collaborating on a variety of events (both in person and/or online) to showcase your wellness service. Use the Watered Grass platform to advertise and stream your event online. Inquire for details.