



# A PODCAST FROM



## Own It! from Women Lead Change Sponsorship Opportunities

### Season 3

April 8 - Sept. 9, 2022 with bi-weekly episodes

Join Women Lead Change CEO Tiffany O'Donnell as she digs deeper into the power of the stories women tell themselves. Each one with a perspective that may be just what you need, when you need it.

Tactical, informative, and inspirational. How will you #OwnIt?

This podcast features thought leaders, industry experts, CEOs, and more who recognize the imperative to advancing women leaders at all levels. Topics range from personal interviews to tactical development insights around issues like gender intelligence, male allyship, emotional intelligence, and executive presence.

### Season 3 Sponsorship/Advertising Options

The organization will provide a 30-second or 60-second script to Women Lead Change that WLC CEO and host of Own It! from Women Lead Change, Tiffany O'Donnell will read before or during the episode.

- 60-second pre-roll spot: \$240 for 12 episodes of Season 3 (\$20 per episode)
- Recorded by Tiffany O'Donnell and aired BEFORE our 20-45 minute episodes
- 30-second mid-roll spots: \$156 for 12 episodes of Season 3 (\$13 per episode)
- Recorded by Tiffany O'Donnell and aired DURING our 20-45 minute episodes

## Season 2 Stats

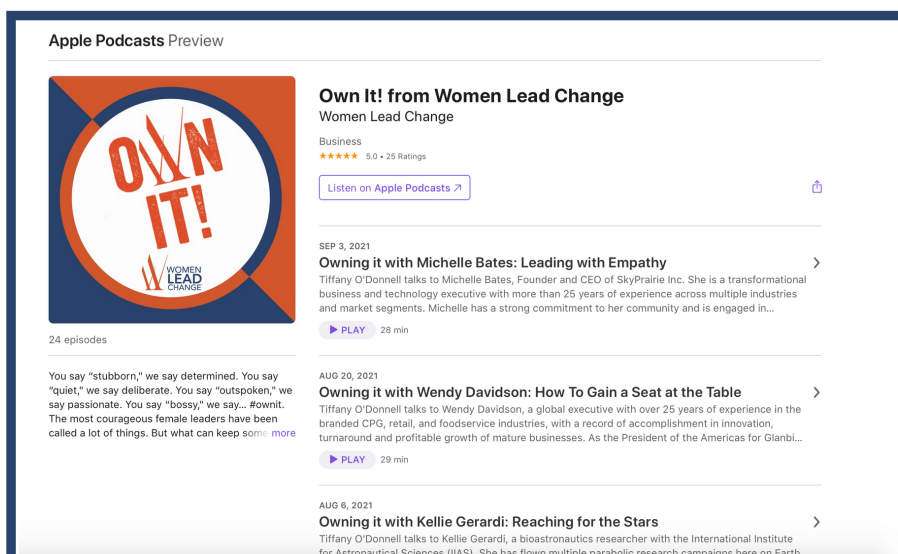
- 431 average downloads per episode
- 5,172 total downloads
- The average podcast has 131 downloads in the first 30 days. Own It! from Women Lead Change had 1,084 downloads in the first 30 days of Season 2.
- Downloads in North America, South America, Europe, Africa, Asia, and Australia
- Top 5 cities for downloads:
  1. Cedar Rapids, IA
  2. Des Moines, IA
  3. Iowa City, IA
  4. West Des Moines, IA
  5. Chicago, IL

## Season 2 Guests

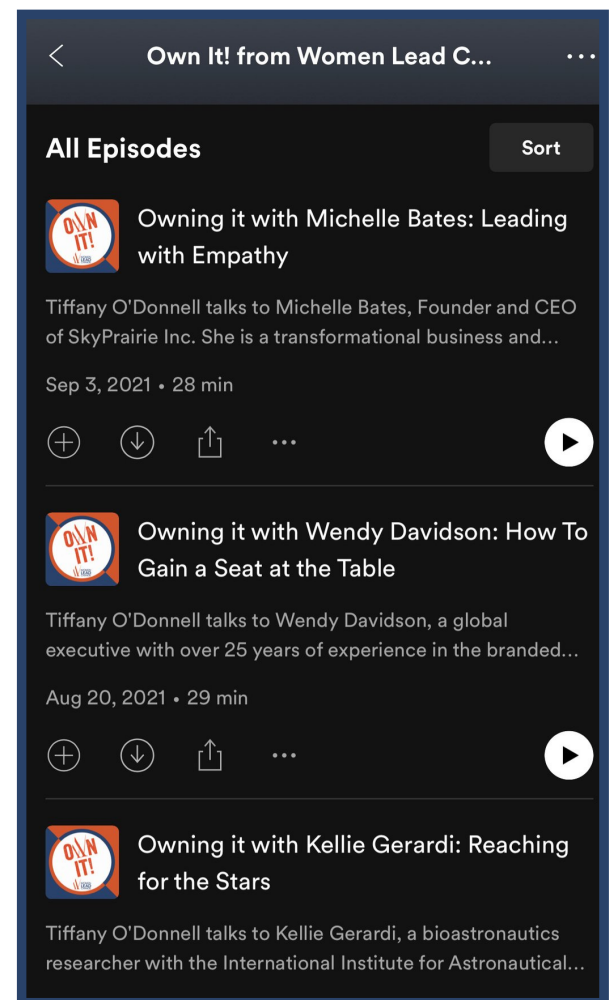
- Brit Barron, Co-Founder of Other Dreamers
- Shellye Archambeau, One of high tech's first female African American CEOs
- Selena Rezvani, Leadership Author & Speaker
- Ariane de Bonvoisin, Entrepreneur, Speaker, Coach, and Author
- Gayle Tzemach Lemmon, Author
- Amanda Hollenbeck and Mackenzie Monroe, Iowa Farmers
- Jennifer Pastiloff, Yoga Teacher and Author
- Judi Holler, CEO of the Haus of {&}
- Kindra Hall, Professional Storyteller
- Kellie Gerardi, Bioastronautics Researcher and Astronaut
- Wendy Davidson, President of the Americas for Glanbia Performance Nutrition
- Michelle Bates, Founder and CEO of SkyPrairie Inc.



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