

Building Innovation Podcast Sponsorship Prospectus



BUILDING INNOVATION THE PODCAST

Welcome to NIBS' Building Innovation: The Podcast

The Building Innovation Podcast is the official podcast of the National Institute of Building Sciences. Podcast host Johnny Fortune, Executive Director of the National BIM Program, connects with subject matter experts to support advances in building science and technology.

Building Innovation: The Podcast is available on [YouTube](#) and includes both video and audio. Audio-only versions of the podcast are broadcast across multiple podcast services, including Apple Podcasts, Spotify, Amazon Music, iHeart Radio, Podcast Index, and many more. Episodes typically range from 30-40 minutes and are presented in interview or discussion format (ex: panel or single guest).

The goal of the podcast is to:

- Educate the building industry on the latest challenges and emerging solutions
- Hear unique experiences and perspectives from experts in the built environment
- Share new insights from NIBS' various contributors
- Explore research-based innovative solutions for the built environment
- Advance growth in the building community

As a Building Innovation Podcast sponsor, your organization will be able to connect with our audience of decision-makers and influencers in the built environment. We offer two sponsorship types: episode sponsorships and annual premier sponsorships. These opportunities are outlined below.



Episode Sponsorship Benefits:

- Opportunity to participate in the planning, development, and programing of educational content for one podcast episode
- Opportunity to provide episode guests and/or share powerful thought leadership through the episode
- Sponsoring organization's branding of the episode to include company logo on the podcast episode promotion via email blast, social media, and various podcast outlets where the Building Innovation Podcast is available
- Podcast download metrics for the sponsored episode at 30 day and 90 day marks after episode release
- Year-long exposure as the episode-specific sponsor on the NIBS podcast webpage with company logo, description, and hyperlink to your company website within the episode description
- Full podcast recordings that will remain available for the entire life of the podcast (unlimited number of impressions)
- Episode sponsorship is designed for sponsors who want to directly contribute to a single episode

Total: \$2,500 each individual episode



Premier Sponsorship Benefits:

- Premier Sponsorships are limited to an exclusive number of five (5) sponsors per calendar year
- Annual Sponsorship Recognition with logo branding on each podcast episode throughout one full calendar year
- Sponsoring organization recognized as a premier partner on the podcast promotions via email blast, social media, and various podcast outlets where the Building Innovation Podcast is available
- Year-long exposure and recognition to the NIBS Board of Directors, contributors, representatives of government, the professions, industry, labor, and consumers on the [podcast web page](#) with company logo, description, and direct hyperlink to your company website

Premier sponsorships are designed for sponsors who want to maximize their engagement with the NIBS audience over a full year.

\$5,000 for premier sponsorship of the Building Innovation Podcast