



THE LUCKY FEW PODCAST



Founder of The Lucky Few and The Lucky Few Foundation, Heather Avis is a New York Times bestselling author. Her book, "Different, A Great Thing To Be!" is available everywhere books are sold.

Contact us today!

 theluckyfewpodcast.com

 hello@theluckyfewpodcast.com

Sponsorship Opportunities

THE #1 PODCAST ON DOWN SYNDROME (5 YEARS STRAIGHT)

Join us as a corporate sponsor and let audiences know that your brand is actively working to create a more inclusive world where everyone belongs. The Lucky Few Podcast was created in 2018 as a way to share relevant stories and helpful advice on topics ranging from IEPs, to parenting to hot topics, to other important issues such as health care and legislation in the Down syndrome community.

THE HOSTS

Hosts **Heather Avis, Mercedes Lara and Micha Boyett** shift narratives with inspiring stories and welcome **expert guests** including education advocates, physical therapists, authors, self-advocates and pediatricians.

CONNECT WITH AN ACTIVE & ENGAGED AUDIENCE

With **new episodes released every Tuesday** and an archive of more than **200+ episodes**, The Lucky Few Podcast has become a trusted source for an active and engaged audience. With a diverse audience of parents uniquely committed to inclusion and advocacy. The Lucky Podcast listeners are parents, teachers, students and advocates of people with Down syndrome who are committed to seeing a more inclusive world where **Everyone Belongs**.

JOIN AS A CORPORATE SPONSOR

Let audiences know that your brand is actively working to create a world where everyone has the chance to know a real, living person with Down syndrome and what it means to be a part of **The Lucky Few**.



SPONSOR THE LUCKY FEW PODCAST
AND SHOW AUDIENCES YOUR COMMITMENT TO:

inclusion + authenticity + human connection

PARTNERS



HOPE*WRITERS



With your support, The Lucky Few Podcast will strengthen humanity, shift harmful narratives and help us tell the diverse, good and true Down syndrome story.

LET'S GET STARTED!
Contact Josh Avis

✉ hello@theluckyfewpodcast.com

5 YEAR METRICS

129K*

INSTAGRAM
FOLLOWERS

2.26% Engagement Rate
2.6k Likes Per Post
58.2 Comments Per Post

93.7% Female
38.9% Ages 25-34
34.1% Ages 18-24

5K

NEWSLETTER
SUBSCRIBERS

35.7% Average
Open Rate

2% Average
Click-through Rate

834k

PODCAST EPISODE
DOWNLOADS

The #1 Down
Syndrome Podcast
in the United States

Archive of more
than 150 episodes

*Cobined accounts @theluckyfewpod + @theluckyfewofficial

SPONSORSHIP RATES + DETAILS

3 Episodes: \$1500

6 Episodes + HeatherAvis.com Email Newsletter Ads: \$3,000

9 Episodes + HeatherAvis.com Newsletter Ads: \$4,500

Each episode's will be programmed and edited in the following way:

30 SECOND PRE-ROLL AD: Prior to starting the show, right before the introduction. the host will talk about the sponsors product or service for 30 seconds (sponsor to provide approved ad script).

60 SECOND MID-ROLL AD: This occurs after the main interview or segment and before the final "Good News Segment" of the episode, typically, 30 minutes into the show. The host will talk about the service, product or campaign using the brand's language.

INSTAGRAM STORY POST: We will create one story frame per sponsor for every other episode sponsored on our official podcast account, @theluckyfewpodcast and will be re-shared on @theluckyfewofficial (EX: 3 episodes sponsored = 2 IG posts). A \$5,000 value included with all ads.

(NEW OFFER) HEATHERAVIS.com EMAIL NEWSLETTER ADS: If you sponsor 6 or more episode we will create an linked ad in our weekly newsletter (5.5K subscribers) with approved copy and call to action.