

# LET'S JOIN FORCES

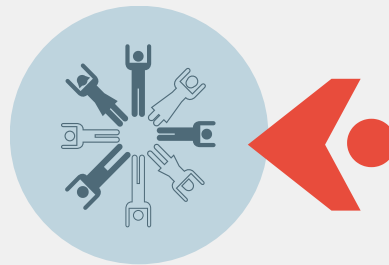
TO SHRED OLD GOVCON PRACTICES AND BUILD A NEW FEDERAL ECOSYSTEM AND COMMUNITY!

## WHAT IS THE SHRED?

THE SHRED is a video + event series that serves as the first-ever federal government contractor Salon, creating more thought-provoking and intelligent discussions across our ecosystem.

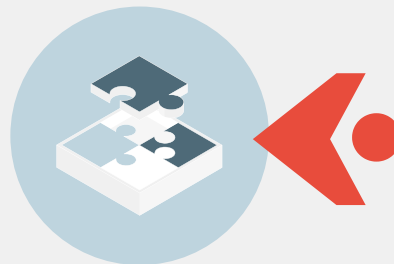
Through these videos enabled by our SHRED Sponsors, we create a space where federal and industry join together to learn, generate new ideas, and stimulate collaboration

## WHY SPONSOR?



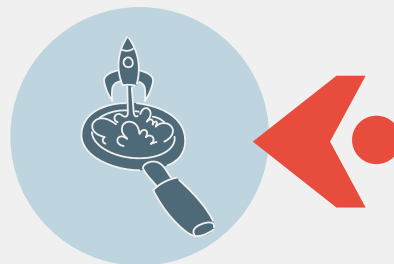
### INCREASE SUPPLIER DIVERSITY

Aid in improving your community by becoming more intentional about your diversity, equity, and inclusion (DEI) efforts.



### EXHIBIT YOUR CULTURE

Tell the GovCon ecosystem that your company is an engaged stakeholder who is connected, curious, and eager to learn more.



### PROVIDE OPPORTUNITY

Connect with potential teammates, recruits, or partners without ever leaving your office.

## LOGISTICAL CONSIDERATIONS



**Part 1: Video.** The SHRED is a video series hosted by Lisa Shea Mundt and Amber Hart of The Pulse of GovCon to discuss pertinent Government Contracting best practices to educate the masses. As a Sponsor, there is no need to worry about the videography, film location, lighting, or editing process – we will take care of all that! We only need a high-resolution logo and your input on topics that impact your firm. Talking points will be provided to the Sponsor in advance of filming. The Pulse will utilize paid advertisements to maximize video viewership.



**Part 2: Event.** Adding an event to the format is a significant differentiator to GovCon media. An event shows it's insufficient to complain about a problem – we must collaborate to find solutions. Events include curated prompts for participants to discuss with their peers. By sponsoring an event, your firm will host viewers of The Shred in your space with The Pulse as your MCs. The Sponsor will handle registration. The Sponsor must provide food and drink. The Pulse will coordinate with the Sponsor POC to determine the appropriate size of space and seating configuration.

## HOW TO REACH THE RIGHT AUDIENCE



We want to help you increase your marketing exposure through our network. As a trusted SHRED Sponsor, you have unique access to our audience.



**Email Subscription:** 2,489 and growing.



**LinkedIn:** 4,865 Connections / Follows and growing.

- Impressions: 142,000 (66% Organic, 33% Sponsored)
- Engagements: 1,000
- Avg. SHRED Impressions: 8,000 over 5 webisodes



**YouTube Channel:** 127 Subscribers and growing. (250% growth in subscribers over 365 days [49+])

- Views: 2,000 (134% growth over 365 days)
- SHRED specific analytics:
  - Avg. Impressions: 910 (5%)
  - Avg. Views: 108 (32%)

### Demographic Snapshot.

- **Job titles:** President, CEO, Founder, Owner, Co-Founder
- **Locations:** Washington, DC; New York City; Los Angeles, CA; Greater Boston, Greater Tampa Bay; Ashburn, VA; and San Antonio, TX

## SPONSORSHIP PACKAGE OPTIONS

Benefits	theHOST \$25,000	theCHAMPION \$7,000	theVIRUTAL \$5,000	theFRIEND \$1,000
4 Videos x 4 Events	✓	—	—	—
1 Video x 1 Event	—	✓	—	—
1 Video (No Event)	—	—	✓	—
Branded marketing on all The Pulse's social media platforms	✓	✓	✓	✓
Logo and acknowledgment on all free monthly training webinars presented live by The Pulse	✓	✓	✓	✓
Dedicated Newsletters to Promote Partnership (2x month min.)	✓	✓	✓	✓

LEARN MORE AT [WWW.THEPULSEGOVCON.COM](http://WWW.THEPULSEGOVCON.COM)

