

LET'S JOIN FORCES

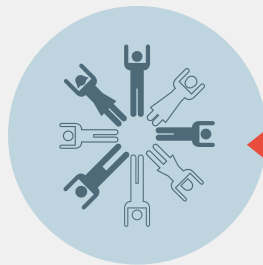
TO SHRED OLD GOVCON PRACTICES AND BUILD A NEW FEDERAL ECOSYSTEM AND COMMUNITY!

DIGITAL MEDIA SPONSORSHIP OFFERINGS

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 WORK WITH US



INCREASE SUPPLIER DIVERSITY

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

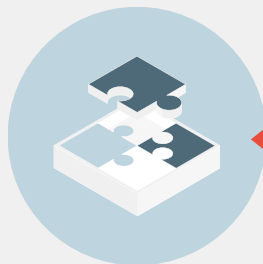


EXHIBIT YOUR CULTURE

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 customers, teammates, recruits, or partners without 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.

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.)	✓	✓	✓	✓



“THIS IS SUCH A DIFFERENT EVENT. I LOVE THE UNIQUE PRESENTATION BECAUSE IT FORCES ME TO THINK OUTSIDE THE BOX!”

LEARN MORE AT WWW.THEPULSEGOVCON.COM/SERVICES/THE-SHRED



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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.

2004 AUDIENCE

+2,800 subscribers
+4,865 followers
48% engagement


2004 AUDIENCE

+7,000 new website users
+29,000 impressions
12% CTR

2004 AUDIENCE

+160 YouTube subscribers
507 views
3.5% CTR

DEMOGRAPHIC SNAPSHOT

 57.6% Male
42.4% Female

 45-64
top age range

 VA, NY, DC, TX, GA, LA
top locations

CURRENT & PREVIOUS SPONSORS



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