



POWER TO HEAL PODCAST

SPONSORSHIP PROPOSAL

OUR STORY

The mission of Peace Arch Hospital and Community Health Foundation is to raise funds, advocate, and support initiatives that enhance the hospital campus and the health and wellness of our community.

Since 1988 we have raised more than \$170 million for capital projects, medical equipment, and community health programs. Our passionate and caring team's number one priority is the prudent stewardship of charitable gifts and the resulting positive impact on patients and medical staff at Peace Arch Hospital and the entire White Rock and South Surrey community.

OUR PODCAST

The Peace Arch Hospital Foundation podcast provides us with an exciting new opportunity to discuss a variety of interesting topics with listeners in our local community and beyond! Hosted by broadcaster Wayne Cox, we will cover niche topics like health and wellness, finance and estate planning, fitness, community projects, and more. We'll also have a variety of guest speakers on to share exclusive insights.



SPONSORSHIP OPPORTUNITIES

SOLE SPONSORSHIP

\$5,000/Episode – two ad spots within the episode

SHARED SPONSORSHIP

\$2,500/Episode – one ad spot within the episode, which may also contain an ad for another local business.

UPCOMING EPISODES We will be producing podcasts on the following topics:

- 1 Our COVID-19 response and how we function with Fraser Health (ft. ER Physician Dr. Jerrod Hendry)
- 2 Estate Planning and Legacy Giving (Ft. Dave Lee, Senior Wealth Advisor)
- 3 Nutrition (ft. Dr. Werner Spangehl and PAHF board member Geoff Funke)
- 4 Move for Life and Physical Literacy (ft. Drew Mitchell of Sport for Life)
- 5 Peace Arch Hospital Foundation Lodge and other upcoming projects.
- 6 Our Healthy Community Initiative



RECOGNITION OPPORTUNITIES

To recognize you as a sponsor, we'd be pleased to offer you the following recognition benefits:

- 30-60 second advertisement (content provided by you!) narrated by our Podcast host.
- Your business name recognized and linked in Episode show notes.
- Distribution across all available podcast platforms, including hundreds of third-party apps
- Distributed on all PAHF social media platforms and website
- Podcast advertisement in targeted e-blasts and/or direct mail.
- Podcast advertisement in Peace Arch Newspaper.
- Inclusion in select Podcast advertisements in Thrive Magazine (distributed to all donors and throughout our community)

WHY SHOULD YOU GET INVOLVED?

- Nearly 11 Million Canadian Adults (37% of the 18+ population) have listened to a podcast in the last month
- Canada has some of the highest % of monthly podcast listeners to compared to other large countries
- 81% of listeners listen to all or most of each episode

AGE OF MONTHLY PODCAST LISTENERS: (Canadian population)

- 34 % are ages 35-54
- 37% are ages 55+
- 29% are ages 18-34