



Podcast Sponsorship Opportunities

A Guide for the Healthcare Early Careerist

What is *A Guide for the Healthcare Early Careerists Podcast Series*?

In an effort to engage with early careerists on a deeper level, one of the National Center for Healthcare Leadership's premier programs: the National Council on Administrative Fellowships has developed ***A Guide for the Healthcare Early Careerist Podcast Series***.

This guide will include three (3) different recorded podcast series that dive into hot topics for early careerists and current graduate students including:

Early Careerist's Corner

The Early Careerist's Corner focuses on personal branding, career planning, preparing for interviews, and other professional development highlights.

Trail Blazing Healthcare Careerists

The Trail Blazing Healthcare Careerists series focuses on individuals at the top of their field. Conversations will dig into hot topics in today's work culture, including well-being, work-life balance, workplace politics, and maintaining engagement in the workplace.

Career Stories from the Healthcare Perspective

The Career Stories from the Healthcare Perspective series gives fellows, entry-level managers, fellowship sites, consulting firms, and leadership development programs the opportunity to share their career journeys in hopes of inspiring early careerists in their pursuit of a career in healthcare.

Who will listen and how will episodes be distributed?

A Guide for Healthcare Early Careerists Podcast Series is targeted to early careerists interested in healthcare. This includes current graduate students, recent graduates, administrative fellows, and those new to the field.

Podcasts will be recorded and shared on Spotify, the NCHL YouTube page, and the NCHL website. Links to all podcasts will be shared with the over 120 hospitals, academic medical centers, and health management graduate programs in NCAF membership as well as on LinkedIn.

Podcast Sponsorship Prospectus

CONNECT WITH EARLY CAREERISTS

EXTEND YOUR ORGANIZATION'S REACH

SUPPORT EARLY CAREERIST DEVELOPMENT

Presenting Podcast Sponsor - \$7,000 *Exclusive Opportunity*

As the **Presenting Podcast Sponsor**, your organization will sponsor **all podcasts** within the *Guide for the Healthcare Early Careerist*. *Benefits of this sponsorship include*

- One (1) direct e-mail marketing to all program member organizations
- Opportunity to be recognized on all NCHL and NCAF social media
- Premier logo placement on all event marketing materials, NCHL website, and NCAF newsletter for the duration of the series
- Recognition during each podcast episode, a total of 24 episodes.
- Select a podcast speaker and topic for (1) episode per series (up to 3 series)*

Presenting Sponsor has until February 2023 to participate.

Content Series Sponsor - \$3,500 *Up to 3 Opportunities*

As a **Content Series Sponsor**, your organization will sponsor one (1) series on a first come first serve basis. This includes sponsorship of all episodes within one of the three podcast series with your choice of:

1. **Early Careerists Corner**
2. **Trailblazing Healthcare Careerists**
3. **Career Stories from the Healthcare Perspective**

Benefits of this sponsorship include:

- Opportunity to be recognized on all NCHL and NCAF social media
- Logo placement on all event marketing materials, NCHL website, and NCAF newsletter for the duration of the selected series
- Recognition during each podcast episode of the series, a total of 8 episodes (Exclusive for the series selected)
- Opportunity to choose one (1) podcast speaker during the series

Content Sponsors have until March 2023 for series 1, June 2023 for series 2, October 2023 for series 3

Promoter Sponsor - \$500

As a **Podcast Promoter Sponsor** your organization will sponsor an individual podcast episode.

Benefits of this sponsorship include:

- Opportunity to be recognized on all NCHL and NCAF social media
- Logo placement on all event marketing materials
- Recognition of your organization during the podcast episode

Promoter Sponsors have until September 2023 to participate.

