



## **Sponsorship Opportunities**

### **Why Your Bank Sucks Podcast**

#### **Description**

Why Your Bank Sucks is a podcast where the discussion is on the not-so-pleasant side of banking and why we dislike it.

Host James Baca, a long-time manager in the retail banking industry with over 13 years of customer service experience, discusses and gives commentary in long-form about topics in the banking world that are impacting today's consumer. Whether it is carefully crafted press releases by major banks, news stories about the financial world, current and past products of major banks, or discussions about his long career of working in the unethical, cutthroat, farcical world of retail banking, no stone will be left unturned.

James Baca dissects the subject and gets into the guts of the topic with a no-holds barred style and a sense of humor to try to find a chuckle in even the grimmest of subjects. Why Your Bank Sucks is bank critiquing with an attitude.

It's a podcast the major retail banking world doesn't want you to hear, but it's a podcast YOU SHOULD HEAR! (Because you obviously have a bank account, right?)

## Who Is This Podcast For?

Anyone who has a bank account and wondered, “Why isn’t this better?” or “Why am I having this problem?”

Informal research through our Why Your Bank Sucks “Guerrilla Marketing Campaign” through the Twitter Handle @BankScrewedUs has shown us that our support is coming from all ages, all backgrounds, all levels of income.

## What Type of Sponsor Are We Seeking?

Simple.

Why Your Bank Sucks is seeking a sponsor unafraid to take big, giant retail banks to task on everything that is wrong in the banking world. We are seeking sponsors who think outside the box and tell it like it is just like we do with no pulled punches. We seek someone who we believe represents host James Baca’s core values of clarity, honesty, and transparency with consumers and small businesses.

Why Your Bank Sucks prefers sponsors in the financial world, though we are willing to entertain offers from other fields as well.

Past Sponsors Acquired Through our podcast host website’s assistance:

- The Black Tux
- Anchor
- Flipboard
- Squarespace

## Marketing Our Podcast to The Public

Our strategy to grow this podcast is through what James Baca, host of Why Your Bank Sucks calls “Guerrilla Marketing”. Guerrilla Marketing is where we engage prospective listeners by giving them insight, direct bank advice and perspective through conversations on social media that is initiated by either side.

By engaging clients who are having an issue with their bank with perspective, general guidance and a direct referral to the podcast on Anchor.FM, Apple Podcasts, Google Podcasts, Spotify and many more platforms, it makes the referral play 100 percent organic and meaningful, and Why Your Bank Sucks in just a few short months (Since November 2018) has gained thousands of unique listeners through these conversations.

Host James Baca engages in 300-750 Tweets, Replies, and Direct Messages (DMs) a day to frustrated, angry, yet receptive bank clients and customers who have general questions or requests that bank social media teams will not or are not responding to. We post 2-3 unique informational posts a day, retweets of bank clients suffering extreme bank issues, and we are willing with our partnership with a sponsor to do organic #ad posts on our Twitter feed as well.

## **Cost (Prices are per episode) 8-10 Podcasts/Month projected**

### **60 Second Ad (Pre-Roll or Mid-Roll)**

Allows For:

- Detailed Product Description
- Ability to Say Website Address Multiple Times
- Will Include 5 #ad Tweets/mo on @BankScrewedUs Twitter Page

**\$30 CPM (Month-to-Month, incl. 1 mention per podcast)**

**\$25 CPM (3 Month Commitment)**

**\$20 CPM (12 Month Commitment)**

### **30 Second Ad**

Allows For:

- Shorter Product Description
- Ability to say website address one time
- 2 #ad Tweets/mo on @BankScrewedUs Twitter Feed

**\$20 CPM (Month-to-Month, 1 mention per podcast)**

**\$17.50 CPM (3 Month Commitment)**

**\$15 CPM (12 Month Commitment)**

## **Organic Midroll Ad (Recommended)**

These ads will be integrated into the middle of a discussion on the podcast (ex: live commercial read on morning radio shows) to create a more conversational, seamless advertisement. Organic Midroll Ad will be a minimum of 60 seconds up to 120 Seconds and will include a less rigid approach to advertising (Adding personal testimonials, humor, more personalized "Call to Action"). Will Include 5 #ad tweets/month on @BankScrewedUs Twitter Page.

**Price: Negotiable (3, 6, or 12-month commitment available)**

**Demos of ads will be forwarded with email.**

**Contact:**

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