



Association of California Cities
Orange County

PODCAST SPONSORSHIP
OPPORTUNITIES

BY ACC-OC

THE CITY SQUARE



BE A SPONSOR FOR OUR PODCAST

ACC-OC's "The City Square" is a dynamic interview podcast that brings together elected officials, residents, and stakeholders to discuss smart policy solutions to improve the quality of life across Orange County's 34 cities. Hosted by ACC-OC's Board President and Kris Murray (Executive Director).

ABOUT ACC-OC >>>

The Association of California Cities–Orange County (ACC-OC) represents the interests of Orange County cities on regional public policy issues. The Association believes in education that empowers, policy development that is collaborative, and advocacy that is service orientated. The ACC-OC membership base consists of the cities of Orange County, dozens of local government special districts, businesses, non-profits, and higher education institutions. The Association is governed by a board of Directors and operates as a 501c3.

The organization was established in 2011 under the philosophy that Orange County cities need to have a collaborative voice on public policy issues impacting the community.

NON-MEMBER RATES

POLICY PULSE SEGMENT SPONSOR

PRICED AT \$1,000

- Podcast includes verbal recognition at the start of the Policy Pulse Update
- Sponsor listed on Podcast webpage and Podcast App page
- Sponsor receives consideration for Interview Podcast

THE CITY SQUARE EPISODE SPONSOR

PRICED AT \$2,500

- Podcast includes verbal recognition at the start of the City Square podcast
- Sponsor listed on Podcast webpage with company logo, and Podcast App page
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast
- Option to film PSA during a recording session for an additional \$500

NOW AVAILABLE ON:



NON-MEMBER RATES

AFFILIATE EPISODE SPONSOR

PRICED AT \$5,000

- Podcast includes verbal recognition
- Sponsor listed on Podcast webpage and Podcast App page
- Sponsor featured in Policy Pulse newsletter recap with Sponsor message, “Note from Our Sponsor.”
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

AFFILIATE SPONSORSHIP ALSO INCLUDES:

- Highlighted affiliate member recognition on ACC-OC website with periodic social media posts, newsletter articles, and events promotion of member activities.
- Non-voting member on ACC-OC Policy Committees.
- Member rate to all ACC-OC events and five (5) tickets to the 2023 Board of Directors Installation and Legislative Roundtable & Summer Reception.
- Opportunities to sponsor ACC-OC events, at an additional cost.

NON-MEMBER RATES

SEASONAL SPOTLIGHT SPONSOR

PRICED AT **\$10,000**

- Spotlight Sponsor of the monthly The City Square Podcast
- Sponsor Included in all The City Square Podcast marketing as “Sponsored By...”
- Podcast includes verbal recognition (6 months)
- Sponsor Name/Logo on Podcast webpage and Podcast App page
- Sponsor featured in Policy Pulse newsletter recap with Sponsor message, “Note from Our Sponsor.”
- Sponsor receives two (2) on-air opportunities per year
- One (1) dedicated email blasts per sponsorship year highlighting Sponsor
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

SEASONAL SPOTLIGHT SPONSORSHIP ALSO INCLUDES:

- Spotlight affiliate member recognition on ACC-OC website with periodic social media posts, newsletter articles, and events promotion of member activities.
- Distribution of white papers and program information to member cities, including posting to the “member only portal” on ACC-OC website.
- Recognition and link to company profile in monthly e-newsletter, Open Session.
- Option to consider tour-based program for ACC-OC member cities and affiliates.
- Non-voting member on ACC-OC Policy Committees, with opportunity to present at one (1) policy committee annually.
- Member rate to all ACC-OC events and five (5) tickets to the 2023 Board of Directors Installation and Legislative Roundtable & Summer Reception.

NON-MEMBER RATES

ANNUAL PRESENTING SPONSOR

PRICED AT \$25,000

- Presenting Sponsor of the monthly The City Square Podcast
- Sponsor Included in all podcast marketing as “Presented By...”
- Podcast includes opening/closing “stinger”
- Sponsor Name/Logo on Podcast webpage and Podcast App page
- Sponsor featured in Policy Pulse newsletter recap with Sponsor message, “Note from Our Sponsor.”
- Sponsor receives up to four (4) on-air opportunities per year
- Two (2) dedicated email blasts per sponsorship year highlighting Sponsor
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

PREMIERE PRESENTING SPONSORSHIP ALSO INCLUDES:

- Eligible for a non-voting seat on the ACC-OC Board of Directors (one-year term) with board approval.
- Eligible for an active role on the Legislative and Regulatory Committee with board approval.
- Advocacy on converging issues at the State, Federal, and local level (with Board approval)
- Opportunity to speak at an ACC-OC keynote event.
- Premier placement of logo on the ACC-OC website with periodic social media posts, newsletter articles, and events promotion of member activities.
- Distribution of white papers and program information to member cities, including posting to the “member only portal” on ACC-OC website.
- Recognition and link to company profile in monthly e-newsletter, Open Session.
- Option to consider Tour-based program for ACC-OC member cities and affiliates.
- Non-voting member on ACC-OC Policy Committees, with opportunity to present at one (1) policy committee annually.
- Member rate to all ACC-OC events and five (5) tickets to the 2023 Board of Directors Installation and Legislative Roundtable & Summer Reception.

MEMBER RATES

(SINGLE EPISODE)

POLICY PULSE SEGMENT SPONSOR

- Podcast includes verbal recognition at the start of Policy Pulse Update.
- Sponsor listed on Podcast webpage and Podcast App page
- Sponsor receives consideration for Interview Podcast

MEMBER RATE

\$750

PUBLIC RATE

\$1,000

THE CITY SQUARE EPISODE SPONSOR

- Podcast includes verbal recognition at the start of The City Square podcast
- Sponsor listed on Podcast webpage with company logo, and Podcast App page
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

MEMBER RATE

\$1,500

PUBLIC RATE

\$2,500

AFFILIATE EPISODE SPONSOR

- Podcast includes verbal recognition at the start of The City Square podcast
- Sponsor listed on Podcast webpage with company logo, and Podcast App page
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

MEMBER RATE

\$2,500

PUBLIC RATE

\$5,000

MEMBER RATES

(ONGOING)

SEASONAL SEGMENT SPONSOR

6 Month Seasonal Sponsorship

- Spotlight Sponsor of the monthly The City Square Podcast
- Sponsor Included in all The City Square Podcast marketing as “Sponsored By...”
- Podcast includes verbal recognition (6 months)
- Sponsor Name/Logo on Podcast webpage and Podcast App page
- Sponsor featured in Policy Pulse newsletter recap with Sponsor message, “Note from Our Sponsor.”
- Sponsor receives two (2) on-air opportunities per year
- One (1) dedicated email blasts per sponsorship year highlighting Sponsor
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

MEMBER RATE

\$5,000

PUBLIC RATE

\$10,000

ANNUAL PRESENTING SPONSOR

12 Month Seasonal Sponsorship

- Presenting Sponsor of the monthly The City Square Podcast
- Sponsor Included in all podcast marketing as “Presented By...”
- Podcast includes opening/closing “stinger”
- Sponsor Name/Logo on Podcast webpage and Podcast App page
- Sponsor featured in Policy Pulse newsletter recap with Sponsor message, “Note from Our Sponsor.”
- Sponsor receives up to four (4) on-air opportunities per year
- Two (2) dedicated email blasts per sponsorship year highlighting Sponsor
- Sponsor receives consideration for Interview Podcast
- 15-20 second commercial during broadcast

MEMBER RATE

\$15,000

PUBLIC RATE

\$25,000