

Balance Period Media Sponsorship

2024



ABOUT US

THE COMPANY

Balance Period is a self-care company on a mission to close the racial health gap in Indianapolis and beyond, advocating for health equity every step of the way. We use health education and emotional literacy to teach communities how to turn self-care into a lifestyle and create generational wellness. Our products and services fall into one of 3 categories: speaking & facilitation, coaching & courses, and merchandise & media.

BACKGROUND

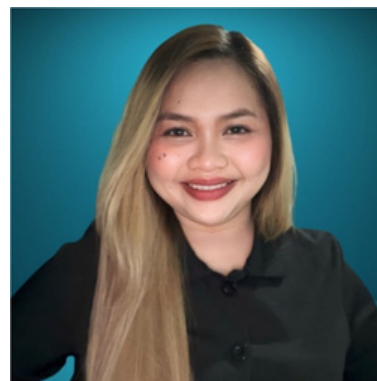
OUR STORY

Balance Period was created to be a platform that empowers others to take better care of themselves. In the beginning, we were focused on physical health but after our founder experienced a life-changing diagnosis, he realized the importance of taking a whole-person approach to wellness. This led to the development of our flagship wellness program, the B.A.L.A.N.C.E. Blueprint, and has since been used to empower communities across industries to take better care of themselves and inspire the people closest to them to do the same. After hearing so many conversations about generational wealth throughout communities of color, we realized there was a need to talk about generational wellness to collectively close the racial health gap as we worked to close the racial wealth gap.

OUR TEAM



Raymond Achille
Founder/Podcast Host



Janelle Paderon
Digital Media Specialist



MEDIA DETAILS

THE PODCAST

The Balance Period Podcast has produced over **230 episodes**, each offering insightful discussions and stories on health and wellness in a concise **30-minute format**. With over **15,000 downloads**, primarily in the United States, our content style is evergreen, providing timeless value for listeners. Notably, **42% of our audience resides in Indiana**, with a majority, **55%, located in Indianapolis**. Our listenership is predominantly **female (56%)** and spans **ages 23-34 (75%)**. Featuring **over 40 guests** who share their health and wellness journeys, the podcast serves as a platform for individuals seeking sustainable self-care practices. Partnering with us as a media sponsor offers a prime opportunity to connect with our engaged audience, committed to prioritizing their health and creating generational wellness.

THE NEWSLETTER

The Generational Wellness Digest delivers a weekly dose of health education and emotional literacy content across **165 volumes** to **240 dedicated subscribers**. With an impressive **open rate of 38%**, our content spans breathing exercises, stretch routines, reflection questions, affirmations, and insightful articles on wellness and health equity. Additionally, we feature local health events, creating community engagement, and connection. Partnering with us as a media sponsor offers a unique opportunity to reach an engaged audience actively seeking to invest in their wellness and close the racial health gap.



SPONSORSHIP

PACKAGES

SILVER SPONSOR \$2,000

- Ad Space for 4 episodes:
 - **Podcast**
 - Pre-roll and Mid-roll
 - Clickable link in the podcast description
 - A social media post per episode on podcast-related platforms
 - **Newsletter**
 - sponsor message or promotional offer in weekly newsletter to subscribers

GOLD SPONSOR \$5,000

- Ad Space for 10 episodes:
 - **Podcast**
 - Pre-roll and Mid-roll
 - Clickable link in the podcast description
 - A social media post per episode on podcast-related platforms
 - **Newsletter**
 - sponsor message or promotional offer in weekly newsletters to subscribers

PLATINUM SPONSOR \$10,000

- Ad Space for 20 episodes:
 - **Podcast**
 - Pre-roll and Mid-roll
 - Clickable link in the podcast description
 - A social media post per episode on podcast-related platforms
 - **Newsletter**
 - sponsor message or promotional offer in weekly newsletter to subscribers

If you have any questions, don't hesitate to reach out via email:
info@balanceperiod.com

Thank you!

