

Sponsorship Basics

Duration: **6 months**

Format: **Audio/Video podcast**

Frequency: **1 episode / month**

Topic Selection: **Partner**

Produced by: **ATARC**

Access: **Podcast platforms/ Youtube**

Marketing: **ATARC / Partner Co-branded**

Promotion: **ATARC website, social media, ATARC Newsletter**

Reach: **30,000+ Gov / industry**

Audience: **IT decision makers, thought leaders, practitioners**

Sponsorship rate: **\$5,000**

Digital Thought-Leader Explained

The ATARC Digital Thought Leader Program allows seasoned ATARC community change-makers to leverage our platforms to create and publish content, drive interactions and expand community knowledge of emerging technology topics in the Federal IT ecosystem. Use this ATARC program to have meaningful, one-on-one interactions with government thought leaders and decision makers, and build brand recognition as a trailblazer for IT modernization.

Partnership Details

- Value-added extension to a Partner's Working Group membership
- Episode length: 40 minutes
- Interviews with Government Leaders, conducted by the Partner
- ATARC provided intro and closing
- Interview logistics co-coordinated by Partner and ATARC
- Promotion to 30K+ community members via website, ATARC Newsletter, and social media



ATARC Success Story:

Jennifer Kenney-Smith, Area Sales Manger, GitLab, Industry Chair, ATARC Digital Transformation Working Group

"I created the podcast to help share the vision and best practices of our federal thought leaders during the pandemic where we were no longer able to meet and share organically. The interviews have allowed me to cultivate relationships with these leaders that I may not have been able to meet with

during the ongoing public face to face restrictions. It's also allowed me to continue to grow my network and expand my reach to key decision makers. I believe its been beneficial for the speakers too - where they have a platform to teach from, to grow their brand and inspire with their successes, strategies and lessons learned. We've come together with the intent to share rich content - and ended up building relationships and friendships and collectively we are making a tremendous impact."