

[sponsor kit]

ADULTING WITH HORSES

Adulting with Horses, the Podcast for Weird Horse Girls, is the best place to be if you can't be at the barn. We are your co-hosts and equine authors, Heather Wallace and Natalie Keller Reinert.

As crazy horse girls, we don't take ourselves too seriously in the saddle or out. We celebrate the things that make us different! Join us as we talk about horses and pop culture, and get a little weird in a fun way!

FAMOUS EPISODES

- Episode 1 –Meet Cute: Welcome Horse–Crazy Women
- Episode 2–Weirdest Things We've Done with Horses
- Episode 3 –Bribery, Breeches, Books, and Bridgerton
- Episode 4 –Strange Encounters on the Trail and Other Tales

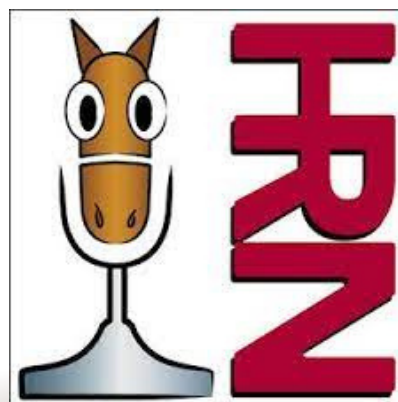
OUR LISTENERS

- 98% Female, ages 30–60+ years old
- Loves to talk about horses, love to laugh, ride across disciplines or simply enjoy being around horses! We are the every day horse crazy gal. Let's be friends!



A PROUD MEMBER
OF:

HORSE RADIO
NETWORK



LET'S COLLABORATE!

@adultingwithhorsespodcast (IG)
anchor.fm/adultingwithhorses

Contact Heather Wallace for sponsorship details:
heather@timidrider.com



LISTEN NOW



CO-HOSTS

Heather Wallace is short, sassy, and bold on the ground but not in the saddle! She is on a personal journey as a returning adult equestrian to follow her passion despite struggling with anxiety, trying to balance motherhood, and build a small business. Of course, she can't do it alone! She has Ferrous, her confidence-building pony and Delight, her heart horse and an off-track Thoroughbred who challenges her in every way.

Heather lives in New Jersey with her husband, three daughters, three rescue dogs, and her horses (of course!). Visit timidrider.com to learn more.

Natalie Keller Reinert is the award-winning author of more than a dozen books exploring love, human nature, and the passions which make us tick. With an extensive equestrian background, many of her books are set in the world of horses and horse-people. Drawing on her professional experience working with Thoroughbred racehorses, mounted patrol horses, therapeutic riding, three-day-eventing, and many other equine pursuits, Reinert brings her love of the equestrian life into each of her titles.

Today, Reinert lives in Central Florida with her family, including a lazy foxhound and a white-blazed mustang named Ben.

Visit nataliekreinert.com for a free book introducing you to the world of Reinert's fiction!

OUR PODCAST IS BIMOTHLY, RELEASING ON THE 1ST AND 3RD FRIDAY OF EACH MONTH.

All sponsor contracts are for 6 months and the pricing is per episode. As a sponsor, you will have the opportunity to guest host on an episode for greater visibility and for our listeners to get to know someone behind the brand. In addition, we will never have a competitive brand in your vertical as a sponsor while in agreement with you. This assures you and your brand are our focus.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$350

- Your name is repeated every time we say the show name during the show and in our promotions: "Adulthood with Horses brought to you by Your Name."
- The first audio ad placement in each episode.
- Your name will be included in all press releases about the respective show.
- Your logo will be part of the header banner on the respective show's website.
- Three banner ads; one on the respective show's Home Page, one in that episodes show notes and one on the Main Horse Radio Network website.
 - The show notes for every episode will have the title "Adulthood with Horses brought to you by Your Name." These show notes are sent out to all the affiliate websites, expanding your presence across the Internet and equestrian world.
- One social media promotion per week on Facebook and Twitter.
- "No Conflict Policy", no competitor in your direct vertical will be placed on that show.

*Please note you may opt to be the title sponsor for all 12 episodes or for a 6 episode arc, appearing once per month.

PREMIERE SPONSOR

\$250

One audio spot per episode. We will work with you to design the type of radio spot that will best promote your product whether host-read or provided by the brand.

- Three banner ads; one on the respective show's Home Page, one in that episodes show notes and one on the Main Horse Radio Network website.
- One social media promotion per week on Facebook and Twitter.
- "No Conflict Policy", no competitor in your direct vertical will be placed on the same episode.

*Please note you may opt to be a premiere sponsor in all 12 episodes or for a 6 episode arc, with your ad appearing in one episode per month.