



THE
CORNERSTONE
GROUP



C² BIZ
GROWTH
IRON SHARPENS IRON

Sponsorship Media Kit

A premium sponsorship proposal for brands seeking to connect with entrepreneurs and C-level decision-makers through authentic conversations about business growth.



YOUR IDEAL CUSTOMER LISTENS TO THIS SHOW

C2 BIZ GROWTH REACHES:

Founders, CEOs, and revenue leaders

Primarily middle-market companies

Growth-focused businesses across services, construction, manufacturing, and tech-enabled sectors

If your product or service targets decision-makers, this is your audience.





WHAT THIS PODCAST DELIVERS

Real conversations with operators, not theory

Practical growth, capital, and leadership insights

Trusted voice hosted by John Hale III

DISTRIBUTED ACROSS ALL LEADING PLATFORMS



AUDIENCE SNAPSHOT



15,000–20,000
views per episode



6,100+ YouTube
Subscribers



6,000+ social and
email audience



800+ audio
downloads



2 episodes
per month



8–10 short videos
per episode

More important than size: high-intent, business-focused listeners.



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WHY SPONSORS PARTNER WITH US



Direct access to
business decision-
makers



Integrated into
trusted conversations,
not ad slots



Multi-channel exposure
across video, social, and
email



Opportunities to
position your team as
thought leaders

HOW WE DRIVE ROI

We focus on pipeline and revenue, not impressions.

ROI = (Attributed Revenue + Influenced Pipeline + Retention Uplift - Investment) / Investment

WE TRACK :

Sponsor - specific URLs and UTMs

Unique promo codes

CRM attribution ("Heard via C2 Biz Growth")

Engagement to opportunity tracking



SPONSORSHIP OPTIONS (OVERVIEW)

Title Partner

- ✓ “Powered by [Sponsor]” branding
- ✓ Integrated segments + content collaboration
- ✓ Quarterly events and thought leadership
- ✓ Full ROI tracking

\$18,000 - \$25,000 per year

Premier Partner

- ✓ Pre-roll + mid-roll host-read ads
- ✓ Monthly featured segment
- ✓ Social + email amplification

\$9,000 - \$12,000 per year

Associate Partner

- ✓ Pre-roll mentions
- ✓ Show notes + link placement
- ✓ Social exposure

\$5,000 - \$7,000 per year

All packages customizable based on goals.

WHAT MAKES THIS DIFFERENT

Most podcasts sell impressions.
We build growth partnerships tied to revenue outcomes.

WE TRACK :

More qualified pipeline

Stronger brand authority with decision-makers

Measurable ROI from content

CONTACT US

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Let's explore a tailored partnership.

THANK YOU



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www.thecornerstonegroup.us/podcast



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