

# SPONSORSHIP & SUPPORT

Be a Part of Washington's Inclusive Political Pulse



## OVERVIEW

If there's one thing everyone in DC can agree on, it's this: the old playbook on politics has been thrown away. There's a new landscape, new rules, and most importantly, new players. Regardless of where you fall on the political divide, identifying and engaging the new players can be a confounding space to navigate in a town with such high turnover. Particularly, when many of the players go overlooked by some of DC's leading publications and tip sheets.

That's where **THE BEAT** comes in. This platform highlights the diversity that leads the nation's capital and the policies that casts a wide net of influence over communities of color. Launching in July with only a few hundred subscribers, **THE BEAT** has grown exponentially averaging close to a thousand new subscribers per month. As an inclusive political pulse tracking politics, policy, and comings and goings, this platform reaches diverse influencers and stakeholders across all facets of the Beltway.



### DAILY TIP SHEET

The daily tip sheet that publishes Monday through Friday is viewed by Members of Congress, Capitol Hill staff, administration officials, and government relations professionals, members of the media, stakeholders and influencers, and others who have an interest in the intersection of people of color and beltway politics.



### EVENTS

**THE BEAT** hosts 4-5 events per year. Events include policy forums, book releases, salon dinners, receptions, and other news driven gatherings. Sponsorship for these events begin at \$5K.



### PODCAST

Though the tip sheet offers both a comprehensive and quick read, **THE BEAT** audience was hungry for more. Launching in April will be **THE BEAT Podcast**. Hosted by veteran political strategist and TV personality Jamal Simmons, **THE BEAT Podcast** will offer in-depth interviews with newsmakers and thought leaders.



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## SUBJECT LINE

PRICING	ADDITIONAL INFORMATION
\$1500/issue	Includes digital display.
\$3K/week	<b>THE BEAT</b> content will publish 5 times a week.
\$10K/month	Twice a week for a full calendar month.

## DIGITAL DISPLAY

PRICING	ADDITIONAL INFORMATION
\$1K/3x's week	A digital display card will place on <b>THE BEAT</b> as an image/logo 3 times a week. Content can be added with a recommendation of no more than 25 words with logo.
\$3,500/month	A digital display card will place on <b>THE BEAT</b> as an image/logo 3 times a week for a full month. Content can be added with a recommendation of no more than 25 words with logo.

## SPONSORED CONTENT

PRICING	ADDITIONAL INFORMATION
\$500/issue	Sponsored content comprised of no more than 50 words will appear in <b>THE BEAT</b> .
\$500/issue	<b>THE BEAT</b> 's Top Five is available for sponsorship for one issue.
\$1500/month	Sponsored content will appear once a week for a full month

## PODCAST

PRICING	ADDITIONAL INFORMATION
\$2500/episode	An embedded bug will appear on video content Host will mention sponsor in opening
\$8K/month	Podcast produced weekly