



# 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 diverse leaders who run the nation's capital, while also focusing on policies that impact communities of color. Launching in 2016 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 and beyond.



### **THE BEAT RUNDOWN**

A daily tip sheet that publishes Monday through Friday and is viewed by Members of Congress, Capitol Hill staff, CEOs, foundation heads, administration officials, government relations professionals, media, stakeholders and influencers, civil rights leaders, and others who have an interest in the intersection of communities of color and Beltway politics.



### **THE BEAT EVENTS**

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



### **THE BEAT PODCAST**

Though the tip sheet offers both a comprehensive and quick read, **THE BEAT** audience was hungry for more. **THE BEAT** Podcast hosted by veteran political strategist and TV personality Jamal Simmons, offers in-depth conversations with personalities and thought leaders about what comes next.



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## SUBJECT LINE

PRICING	ADDITIONAL INFORMATION
\$1500/issue	Includes digital display.
\$3K/week	<b>THE BEAT</b> content publishes Monday through Friday.
\$10K/month	Twice a week for a full calendar month.

## DIGITAL DISPLAY

PRICING	ADDITIONAL INFORMATION
\$500/issue	A digital display of your logo included in <b>THE BEAT</b> rundown.
\$5K/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 40 words with logo.

## SPONSORED CONTENT

PRICING	ADDITIONAL INFORMATION
\$250/issue	Sponsored content comprised of a photo and no more than a 20 word caption will appear in <b>THE BEAT</b> alongside other content.
\$750/month	Sponsored content, as described above, will appear once a week for a full month.

## PODCAST

PRICING	ADDITIONAL INFORMATION
\$2500/episode	An embedded bug will appear on video content and the host will mention sponsor in opening.
\$8K/month	<b>THE BEAT Podcast</b> is produced weekly.

## JOB ANNOUNCEMENTS \*

PRICING	ADDITIONAL INFORMATION
\$75/issue or \$200/week	Tipsheet: Includes a short description of the position, logo, & link to the job or a PDF.
\$50/week or \$150/month	Website: Job posting will appear on our job board for the selected amount of time.

\* Packages available for multiple listings

