# Pave It Black Podcast Sponsorship Checklist

Which episode(s) to support: _____

**Point of contact information:**

Name _____

Email _____

Phone number _____

**Please provide:**

*NAPA will collect (all write-ups are subject to approval):*

☐ Logo

☐ 15-30 second pre-roll write-up

☐ Up to 60 seconds mid-roll write-up

☐ 15-30 second post-roll write-up

**Sponsorship options:**

Estimated run date or episode requested:

The guest(s) info: *names, titles, headshots*

## Guidance

- Your script should be conversational. The listener should feel like they're hearing about a product from a friend or colleague.
- The recommended word count for a 30-second ad is 60-90 words. Be economical with words to avoid non-stop voiceover.
- Ads should not include competitive claims.
- Use a clear Call To Action (CTA). Make sure your CTA at the end of the ad is delivered clearly.
- NAPA will provide script support and offer suggestions to ensure the ad follows all guidelines.

## Script templates

1. Factual: Introduction > Pain point > Benefits of product > CTA
2. Factual: Fact > Benefits of product > CTA
3. Storytelling: Relatable scenario > Introduce the problem > Reveal your solution > Elaborate > CTA
4. Storytelling: Set the scene > Segue to product > Explain what you offer > CTA