



# Corporate Sponsorships

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VIDEO PODCAST

Where laughter meets deep insight.

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“ **Imagine your brand at the heart of profound conversations.** ”

I'm Jen Moilanen, President, Podcast Host, and driving force behind Swords and Torches. I invite you to forge a partnership that transcends traditional marketing avenues, venturing into realms of meaningful impact and authentic engagement.

### **Why Swords and Torches?**

We're a unique video podcast that captivates listeners, inspiring them to think, feel, and live more deeply. This is where your brand comes in. Partnering with us offers an unparalleled opportunity to align with values of introspection, growth, and transformation. Connecting your brand with a community eager to embrace products and services that resonate with their aspirations for a richer life.

### **The Power of Partnership**

Imagine your brand woven into narratives that touch on the essence of human experience, from the struggles that challenge us to the triumphs that define us all. Your partnership with Swords and Torches places you at the forefront of a movement that values wisdom, courage, and authentic connection. It's an opportunity to elevate your brand, associating it with content that leaves a lasting impression, sparks conversations, and builds a legacy of positive impact.

### **Engage with Purpose**

Our listeners are seekers of knowledge, inspiration, and meaningful experiences. By joining forces with Swords and Torches, your brand gains visibility and engages with an audience that values substance, depth, and integrity. This position positions your brand as a catalyst for personal and collective evolution.

The following pages detail customized sponsorship opportunities to amplify your brand's message and resonate with our engaged audience.

Thank you for your consideration,

*Jen Moilanen*



**Jen Moilanen, MA, MBA, CAC**



# ABOUT US



## Welcome to Swords & Torches

Swords & Torches is a video variety podcast that presents an innovative fusion of psychology and comedic edutainment that captivates, educates, and inspires. Our platform, founded by Jen Moilanen, MA, MBA, CAC, blending humor with profound insights into human nature and societal dynamics.

## Our Essence

Swords & Torches crafts content that delves into the shadows of the psyche with a light-hearted touch. We are dedicated to exploring the depths of personal growth, societal commentary, and the eternal battle of ego versus soul, all through a lens that encourages laughter, reflection, and profound understanding.

## Our Impact

Through the Swords and Torches **Podcast**, we reach a diverse and engaged international audience seeking answers and a deeper connection with themselves and their world. Our content resonates with curious minds, fostering a community where growth and transformation are possible and celebrated.

## Why Partner with Us?

Partnering with Swords & Torches offers corporations a unique opportunity to align with a brand that stands for more than just entertainment; we embody a journey toward personal enlightenment and societal change. Our sponsors gain visibility among a dedicated audience that values insight, innovation, and integrity.

## Our Commitment

To our audience, we promise a journey filled with discovery, laughter, and moments of profound realization. To our sponsors, we offer a platform where your support translates into meaningful engagement with an audience eager for transformation.

### MISSION

Our mission is to enlighten, entertain, and inspire our audience by exploring the depths of the human psyche with humor, courage, and curiosity.

### VISION

To become a beacon in personal growth and societal commentary, transforming how individuals perceive and navigate their internal and external worlds.

### VALUES

- **Humor and Wit:** Leveraging comedy to make complex ideas accessible and engaging.
- **Depth and Insight:** Providing profound insights into human behavior and psychology.
- **Courage and Curiosity:** Encouraging bravery in confronting uncomfortable truths and an insatiable curiosity about the human condition.
- **Inclusivity and Respect:** Fostering a community where all voices are heard and respected, free from discrimination.
- **Transformation and Growth:** Promoting personal evolution and a deeper understanding of the world.



## VIDEO PODCAST

- 14 thirty-minute episodes per season

Swords and Torches: The Epic Battle Between Ego and Soul is a video variety podcast (think John Oliver's humor collides with Brené Brown's wisdom). Your host, Jen Moilanen, MA, MBA, CAC, masterfully navigates the murky waters of our inner conflicts, armed with a perfect blend of humor, curiosity, and courage. She illuminates the darkest corners of our psyche, offering fresh insights into the eternal struggle between our baser instincts and higher selves.

## TARGET AUDIENCE

Adults aged 18–45 who are intellectually curious, appreciate humor, and seek deeper understanding and personal growth. This includes professionals, students, and anyone interested in psychology, self-improvement, and societal issues.

## TONE

- **Witty and Engaging:** Our content is clever and entertaining, making learning enjoyable.
- **Inquisitive and Thoughtful:** We approach topics with curiosity and depth, encouraging reflection.
- **Inspirational and Empowering:** Our messaging uplifts and motivates, pushing for personal and societal transformation.
- **Respectful and Inclusive:** We communicate with respect for all individuals and perspectives.

## COMMUNICATION GUIDELINES

**Content Creation:** Ensure all content aligns with our mission, values, and tone of voice. Content should be informative, entertaining, and engaging, inviting audience interaction.

**Social Media:** Maintain an active presence, using platforms to share insights, provoke thought, and foster community. Humor and visuals should be leveraged to increase engagement.

**Sponsorships and Partnerships:** Engage with partners who share our values and can enhance our mission. Transparency and integrity should guide all collaborations.

### Usage Dos and Don'ts

- Do use humor to make complex topics relatable.
- Don't sacrifice depth for laughs; maintain a balance.
- Do ensure all communications are inclusive and respectful.
- Don't use jargon or overly technical language that could alienate our audience.
- Do invite audience interaction and feedback.
- Don't shy away from challenging or controversial topics; approach them with sensitivity and intelligence.



# SPONSOR BENEFITS



## ELEVATE BRAND VISIBILITY

- **Targeted Exposure:** Align your brand with an innovative and insightful platform, reaching an engaged audience that values depth, humor, and personal growth.
- **Brand Association:** Benefit from the positive association with Swords & Torches' mission of transformative edutainment, enhancing your brand's image as a supporter of meaningful content and community upliftment.

## CONNECT WITH PASSIONATE AUDIENCE

- **Dedicated Community:** Gain access to a diverse and intellectually curious audience, including professionals, military members, students, and lifelong learners, all committed to personal and societal improvement.
- **Audience Engagement:** Utilize our podcast and masterclass's interactive and immersive format to engage with audiences meaningfully, fostering loyalty and a positive perception of your brand.

## CUSTOMIZED MARKETING OPPORTUNITIES

- **Tailored Sponsorship Packages:** Choose from sponsorship tiers to meet your marketing goals and budget, from high-visibility placements to exclusive content sponsorships.
- **Creative Collaborations:** An opportunity for custom content creation, including sponsored episodes, segments, and cross-promotional activities, ensuring your message resonates with our audience.

## SOCIAL RESPONSIBILITY AND IMPACT

- **Supporting Education and Enlightenment:** By sponsoring Swords & Torches, you invest in individuals' intellectual and emotional growth, contributing to a more enlightened and reflective society.

## DATA DRIVEN INSIGHTS

- **Engagement Metrics:** Receive detailed reports on the performance of sponsored content, including reach, engagement, and audience demographics, to measure your investment's impact.
- **Feedback Loops:** Benefit from direct feedback from our community, providing valuable insights into audience needs and preferences, helping tailor future marketing strategies.

## LONG-TERM PARTNERSHIP BENEFITS

- **Growing Together:** Join us as a long-term partner and enjoy benefits such as first-right of refusal on future sponsorship opportunities, increased visibility in ongoing marketing campaigns, and deepened brand loyalty among our audience.
- **Community Integration:** Opportunities for deeper integration into the Swords & Torches community, including live events, webinars, and workshops, positioning your brand at the forefront of transformative education and entertainment.

# SPONSOR TIERS



1  
per season



## TORCH BEARER

- Company logo featured prominently in the opening and closing credits of each episode.
- Dedicated "Brought to you by" mention at the beginning of every episode.
- One exclusive episode sponsorship with an opportunity for a short sponsored message or segment (up to 15 seconds).
- Inclusion in all promotional materials and social media shoutouts as a premier sponsor.
- Opportunity to include branded merchandise in giveaways and promotions.
- Detailed analytics report on episode viewership and engagement.

**\$10,000**

2  
per season



## FLAME KEEPER

- Company logo featured in the closing credits of each episode.
- Verbal thank you mention at the end of every episode.
- Sponsorship mention in select episodes (half the season) without a dedicated segment.
- Inclusion in select promotional materials and social media mentions.
- Opportunity to provide branded merchandise for giveaways.
- Summary analytics report on sponsored episode performance.

**\$5,000**

4  
per season



## SPARK STARTER

- Company name listed in the closing credits of each episode.
- Verbal thank you mention in select episodes (quarter of the season).
- Inclusion in group sponsor thank you posts on social media.
- Access to basic viewership engagement data for episodes aired during the sponsorship period.

**\$2,500**

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## BEACON

- Company name recognition in a collective sponsor thank you segment at the end of select episodes.
- Acknowledgment in a collective sponsor thank you post on social media platforms.
- Opportunity to be featured in the Swords and Torches newsletter.
- Basic analytics overview of podcast reach during the sponsorship cycle.

**\$1,000**



## Contact

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