



Communities of Innovation captures the lively conversations between community bankers, ICBA leaders and other partners about emerging technology, current community banking issues and much more. As a presenting sponsor, you'll align your brand with some of the hottest topics among your key audiences.

[Check out the Communities of Innovation Podcast HERE](#)

To learn more, contact  
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## Sponsorship Opportunities

### Communities of Innovation Podcast

#### Single Episode\* Sponsorship Includes:

- Brand or product announcement read by podcast host and Chief Innovation Officer **Charles Potts** at the top or mid-way through the episode
- Organic and paid social promotion on LinkedIn, Facebook and Twitter
- Banner advertisement on podcast landing page
- Banner placement within ICBA newsletter sends

#### LinkedIn Ads

- Static, in-feed creative

#### Targeted Display

- Static creative, traffic-driving through TradeDesk

#### Facebook In-Feed

- Static creative, traffic-driving through the Facebook Platform

#### Programmatic Email

- 2 sends + 1 redeploy—one pre-event, and one post event redeploy
- 25,000 unique subscribers each send

#### Audio Advertising

- Target Financial Investment and Planners or Business Podcasts

#### Site Retargeting

- Display retargeting to users who have been to the ICBA Podcast landing page and ICBA site

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**Total Investment per episode: \$8,600**

*\*Recommended campaign length is 4-6 weeks after the episode drops.*

#### 6-Episode Sponsorship Includes:

- Brand or product announcement read by podcast host and Chief Innovation Officer **Charles Potts** at the top of each episode
- Organic and paid social promotion on LinkedIn, Facebook and Twitter
- Banner advertisement on podcast landing page
- Banner placement within ICBA newsletter sends

#### LinkedIn Advertising

- Native, in-feed promotion for each episode + retargeting (est. 630,000 impressions)

#### Facebook Advertising

- In-feed images, video or carousel ads (est. 600,000 impressions)

#### Twitter Advertising

- Promoted and follower ads targeted by geo and finance and banking interests (est. 200,000 impressions)

#### Audio Advertising

- Boost recall by over 150%, retarget users who reached the end or mid-point of ad (est. 300,000 impressions)

#### Site Retargeting

- Display retargeting to users who visit podcast landing page and ICBA site

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**Total Investment: \$45,000**