



WestEdge Wednesdays Podcast Series in Partnership with Convo by Design

The WestEdge 2023 programming and panel talks were co-produced with Convo by Design (CXD) and we are excited to further bring these conversations to life with a 10 episode podcast series that will kick off in January 2024.

We're offering a limited number of brands the opportunity to sponsor the entire "WestEdge Wednesdays" series and align with the content and ideas shared by 40+ industry thought-leaders at WestEdge 2023. For the list of episodes, [please see the outline HERE.](#)

Sponsorship includes:

- Audio programming to run on CXD and video to be published to CXD and WestEdge Instagram with tagging of sponsor
- :60 promotional spot on each of 10 CXD podcast episodes
- Brand mention in video opening as well as logo inclusion on video itself and in episode notes.
- Dedicated sponsor promotional short video from the panel posted as brand reel on CXD and WestEdge Instagram feed.
- Sponsors will receive first right of refusal to sponsor the next series of WestEdge Wednesday programming to follow. Another 10-week series consisting of past WestEdge programming and interviews from the show at the same rate. Rate guaranteed in 10-week intervals through 2024.
- Promotional benefits, including:
 - Logo inclusion/link on www.westedgesdesignfair.com
 - Logo inclusion in WestEdge email blast campaign reaching 60,000 (past WestEdge trade and consumer attendees, as well as other proprietary lists)
 - Inclusion in a WestEdge email blast newsletter (banner ad specs to be provided with click thru link)
 - Logo/branding in video and podcast distributed via CXD channels with sponsor recognition
 - Each CXD episode has a reach of 5,000 (Trade: 83% Design Enthusiast: 17%)
 - Sponsor rights to use video footage for own content use.
 - First right to sponsor WestEdge 2024 panel(s) and on-site programming

Sponsorship Cost: \$5,000

Limited to 3 category exclusive sponsors for the entire CXD X WestEdge podcast series.