

texas

NORML

PODCAST

**ENGAGING & EDUCATING
TEXANS FOR CANNABIS
LEGALIZATION**

50

**% OF ALL U.S. HOMES
LISTEN TO PODCASTS.**

**TEXANS USE THIS MEDIUM, AND
WANT INFO ON CANNABIS.**

Texas NORML is a trusted source for information as the laws and attitudes in Texas shift. Our podcast is poised to be a respected destination for cannabis news in Texas.

800+

DEDICATED YOUTUBE
SUBSCRIBERS. THESE VIEWERS
WILL SEE YOUR BUSINESS
NAME EACH EPISODE.



30,000+

EMAIL SUBSCRIBERS TO
TEXAS NORML. GET YOUR
BUSINESS IN FRONT OF
INTERESTED, ENGAGED USERS.

2021

WITH THE LEGISLATIVE SESSION
LOOMING, INTEREST IN
CANNABIS AND TEXAS LAW
WILL ONLY INCREASE.

OUR HOSTS

EXPERIENCED, DEDICATED, AND PASSIONATE.

LES WEILER

Membership Director



LES SERVES AS BOTH TXN'S MEMBERSHIP DIRECTOR AS WELL AS HOST OF THE TEXAS NORML PODCAST. LES WORKS ON OTHER PODCASTS SUCH AS THE TV DUDES, THE UNSTUCK CREATIVE, AND THE GOOD DIE YOUNG.

thetvdudes.com

theunstuckcreative.com

thegooddieyoungtv.com

DAVE WIENECKE

Director

DAVE SERVES AS A DIRECTOR ON THE TEXAS NORML BOARD, AS WELL AS HOST OF THE TEXAS NORML PODCAST. HE HAS A PASSION FOR SPORTS AND ATHLETICS, AND IS PARTICULARLY INTERESTED IN HOW SPORTS MEDICINE WILL ACCEPT CANANBIS AS A NEW TREATMENT OPTION.



OUR SPACE

PERMANENT RCRD STUDIOS - AUSTIN, TEXAS

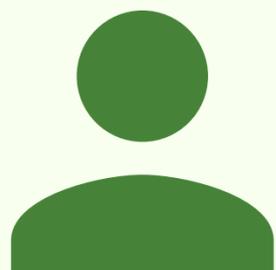


THE TEXAS NORML PODCAST RECORDS AT PERMANENT RCRD STUDIOS, A PRIVATE PODCAST STUDIO IN SOUTH AUSTIN. PERMANENT RCRD PROVIDES A GENEROUS PRODUCTION SPACE WITH GREAT EQUIPMENT AND A FANTASTIC STAFF.

PERMANENT RCRD STUDIOS
1511 S. CONGRESS AVENUE
STE. 300
AUSTIN, TX
WWW.PERMANENTRCRD.COM

GETTING IT DONE

WHAT WE NEED TO SUCCEED



Producer

\$60/hr

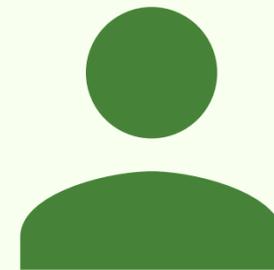
(Audio/Video editor
& engineer)



Studio Space

\$135/hr

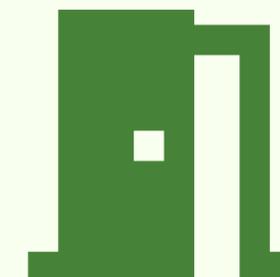
(Permanent RCRD
Studios)



Hosting Costs

\$15/mo

(Buzzsprout)



Marketing Budget

\$100/mo

(FB and IG ad boosts,
Google Ad buys)

Sponsorship Levels

\$200

PLATINUM

A branded multimedia web feature (provided by you, subject to approval) shared to our social media accounts. Detailed mention of your business during show (name and desc. of services by the host), inclusion of company information in the show notes, and mentions on all social media advertising for your episode.



Sponsorship Levels

\$200

PLATINUM

A branded multimedia web feature (provided by you, subject to approval) shared to our social media accounts. Detailed mention of your business during show (name and desc. of services by the host), inclusion of company information in the show notes, and mentions on all social media advertising for your episode.

\$150

GOLD

At the Gold Level, your business will have a detailed mention during show (name of business and description of services by the host), inclusion of company contact information in the show notes, and mentions on all social media advertising for your episode.

Sponsorship Levels

\$200 **PLATINUM**

A branded multimedia web feature (provided by you, subject to approval) shared to our social media accounts. Detailed mention of your business during show (name and desc. of services by the host), inclusion of company information in the show notes, and mentions on all social media advertising for your episode.

\$150 **GOLD**

At the Gold Level, your business will have a detailed mention during show (name of business and description of services by the host), inclusion of company contact information in the show notes, and mentions on all social media advertising for your episode.

\$100 **SILVER**

At the Silver Level, your business receives mention during show, inclusion in the show notes, and mentions on all social media advertising for episode.

Sponsorship Levels

\$200 **PLATINUM**

A branded multimedia web feature (provided by you, subject to approval) shared to our social media accounts. Detailed mention of your business during show (name and desc. of services by the host), inclusion of company information in the show notes, and mentions on all social media advertising for your episode.

\$150 **GOLD**

At the Gold Level, your business will have a detailed mention during show (name of business and description of services by the host), inclusion of company contact information in the show notes, and mentions on all social media advertising for your episode.

\$100 **SILVER**

At the Silver Level, your business receives mention during show, inclusion in the show notes, and mentions on all social media advertising for episode.

\$50 **BRONZE**

At the Bronze Level, your business receives inclusion in the show notes, and mentions on all social media advertising for episode.



**THANK YOU.
TOGETHER, WE WILL
CHANGE TEXAS.**

TEXANS NEED INFO.

Texans will only succeed in changing the law if they have the best information on their side.

TEXAS NORML CAN PROVIDE THAT INFO.

We have been present for all recent moves on this issue. We know the players and the path to success. We can connect with Texans in a podcast space to provide the best information available and keep our voters engaged and ready.

YOUR SUPPORT IS THE KEY.

Your customers are Texas voters. They are cannabis consumers, cannabis entrepreneurs, or maybe just people interested in the potential of this plant for our state. **Our audience is your audience.**

Your support will reap rewards.

REFERENCES

AND FURTHER READING

IS PODCAST ADVERTISING EFFECTIVE?

<https://www.portent.com/blog/internet-marketing/is-podcast-advertising-effective.htm>

PODCAST LISTENERS REALLY ARE THE HOLY GRAIL ADVERTISERS HOPED THEY'D BE

<https://www.wired.com/story/apple-podcast-analytics-first-month/>

PODCAST ADS PERFORM BETTER THAN OTHER DIGITAL ADS, RESEARCH FINDS

<https://www.adweek.com/digital/podcast-ads-perform-better-than-other-digital-ads-research-finds/>