

THE NADINE OWENS BURTON CHANNEL



Sponsorship & Advertising Opportunities Guide

2021

THE NADINE OWENS BURTON CHANNEL

The Answer to many Questions

Are you seeking exposure? Are you seeking creative ways to promote your business or organization? Are you looking for another feature in your multi-faceted video marketing strategy?

The Nadine Owens Burton Channel on YouTube offers you the opportunity to market your brand to our target audiences.

After running a multi-million-dollar non-profit program and providing leadership to a team of one hundred and twenty-five plus individuals, for fifteen years, Nadine Owens Burton has been providing entertaining and engaging quality improvement training to audiences large and small. She is now bringing these lessons, as well as some additional storytelling, to YouTube with The Nadine Owens Burton Channel (NOB).

The NOB Channel provides you several ways to get your brand in front of business decision makers and consumers who may benefit from your products and services.

**NADINE
OWENS BURTON**

speaker educator
author coach

YouTube



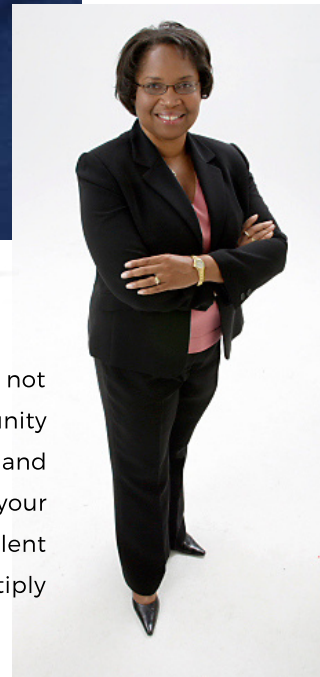
If your business or organization is not already on YouTube, this is an opportunity to create an entry into video marketing and test the waters. If you already have your own YouTube channel, this is an excellent way to promote your channel and multiply its marketing effectiveness.

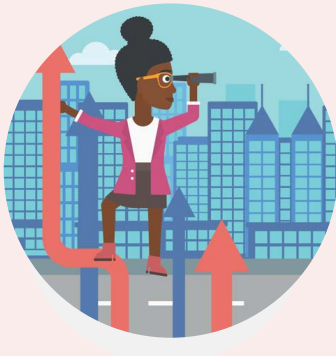
Currently in the pre-production phase of the project, the rates for sponsrohsip and advertisement reflect this consideration. Once the channel is launched, rates will increase.

After you review the following guide, contact Nadine Owens Burton for further discussion of how we can create a mutually beneficial marketing partnership

email: nadine@owensburton.com

business phone: (302) 449-2131

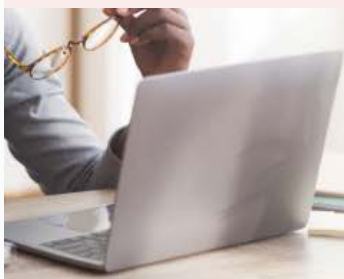




The Vision For This Project

I have spent the last fifteen years as a consultant, aiding teams and organizations in attaining their quality improvement goals. I have prided myself on creating workshops and keynotes that weave together inspirational and educational storytelling. I seek to bring these well received storytelling skills to **your** brand marketing.

With this project, we shall broaden our collective spheres of influence, create a sense of community among the channel viewers, and I shall act as your marketing consultant; matching your goals with the right show episodes. I shall partner with my sponsors and advertisers to attain our mutual goals.



YouTube
NADINE OWENS BURTON
Channel
www.owensburton.com

*Coming
Soon*



"When choosing what to watch, whether a video relates to a viewer's interests is 3x more important to people than whether it has a famous actor."

HOOTSUITE BLOG QUOTING YOUTUBE

TARGET MARKETS

The channel has several target markets to which you can tell your story.



1 PERENNIAL WOMEN

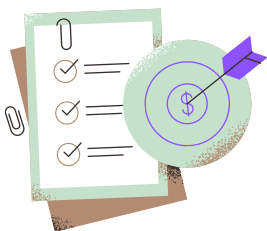
So many marketers are chasing after the Millennial market, yet Perennial Women are a loyal and powerful group. They are seeking greater advancement in their careers, or they are creating their own opportunities through entrepreneurship at ever greater rates.

2 EARLY TO MID CAREER PROFESSIONALS

This group seeks out ways to learn and make connections. They are continuously striving to balance their professional ambitions with their desire for "the good life" that includes experiences over material possessions. They seek to hear stories as well as tell their own stories.

3 BLACK, INDIGENOUS, PEOPLE OF COLOR

BIPOC groups are continuously looking for entertaining content that is for and by them. They are also among the most loyal groups if they feel their needs are being met and their voices heard. Black women in particular represent one of the most educated and well read groups.



4 NON-PROFITS & SMALL BUSINESSES

This is a group Nadine Owens Burton has worked with for many years. Therefore, with this project she seeks to deepen this relationship by providing these groups and their stakeholders with quality content that meets their personal and professional development needs.



73% of Adults in
the U.S. use YouTube



“A common misconception is that YouTube is only for millennials. But as you’ll find out, older adults, Fortune 500 decision-makers and executives are now, more than ever, active on YouTube.”

– Foundation Inc.



“Perennial women are in their 40s and 50s, but instead of behaving like the out-of-touch, mom-jeans-wearing middle-aged women depicted in media, they’re actually trendy, tech-savvy, active, and in-tune with cultural shifts. In fact, these women are wallet-holders and decision-makers in the vast majority of families, and they’re defying traditional age-based ad targeting.”

Source: Six Ways To Win At Influencer Marketing in 2018 [Huffington Post]

An Opportunity

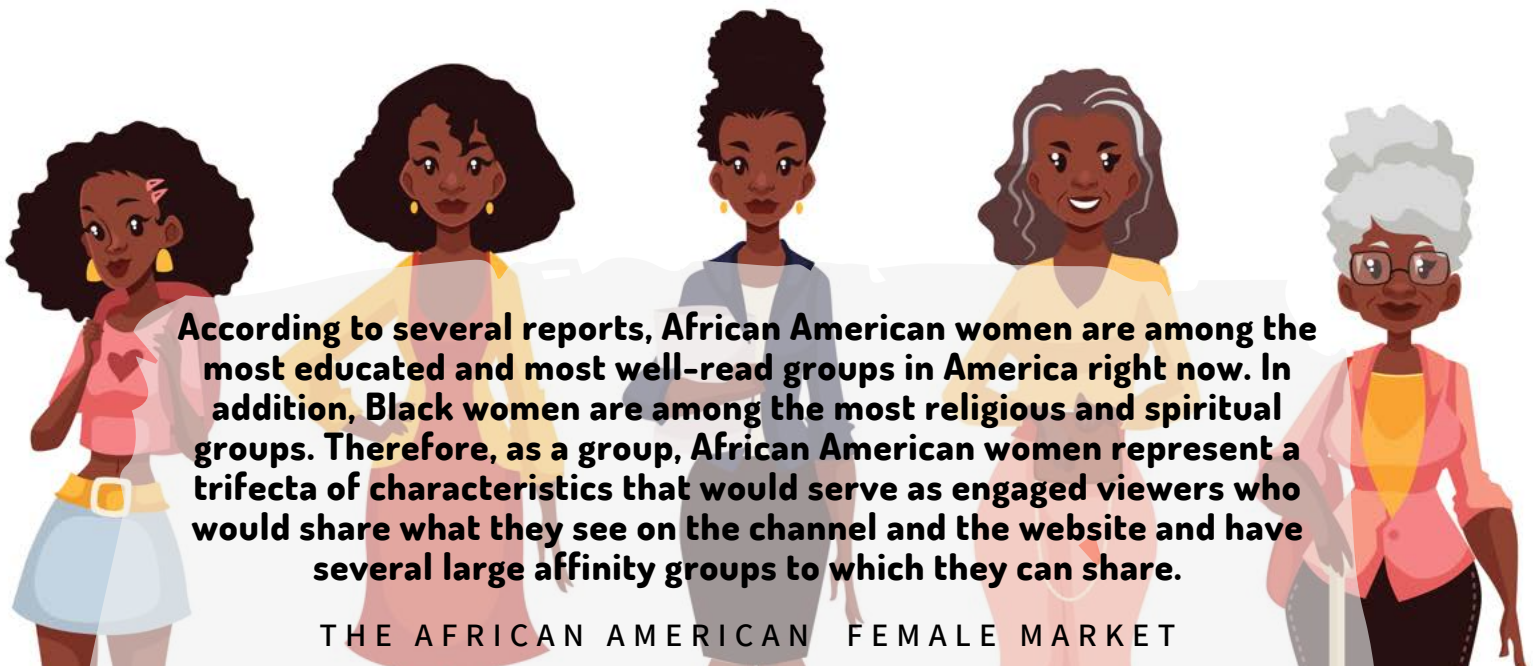
Only 36% of consumers aged 35-54 think that marketers are doing a good job of engaging them.

SOURCE: AGE OF MAJORITY



Early to Mid Career Professionals

Need technical and
"soft skills" resources



According to several reports, African American women are among the most educated and most well-read groups in America right now. In addition, Black women are among the most religious and spiritual groups. Therefore, as a group, African American women represent a trifecta of characteristics that would serve as engaged viewers who would share what they see on the channel and the website and have several large affinity groups to which they can share.

THE AFRICAN AMERICAN FEMALE MARKET

Creating Engaging Content *is critical to channel success*



How do you
know you are
creating
engaging
content?

Like any continuous improvement endeavor, it is all about the data. Nadine has experience reading, working with, analyzing, and making decisions with data.

The NOB Channel will strive to ensure
our mutual marketing success by
focusing our attention on several
key performance indicators



 **ENGAGEMENT**

WATCH TIME



Audience Retention

Subscriber Growth

Shares, Likes & Comments

Percentage Viewed

Traffic Source

DAILY TRAFFIC

Daily Active Users

Top Videos by Views



**70% more YouTube users
are engaging with
creators and channels**

*"Casual viewers may be more likely to become
loyal fans—if your brand can connect with them."*

Source: Hootsuite



**‘We would be nothing
without our story.’**

– Richard Branson.

Four Ways to Market

*There are four ways to tell
your story with
The Nadine Owens Burton Channel*

Channel Sponsor

Show Sponsor

Segment Sponsor

Advertiser



Storytelling
is the best marketing!



THE NADINE OWENS BURTON CHANNEL



Channel Sponsorship

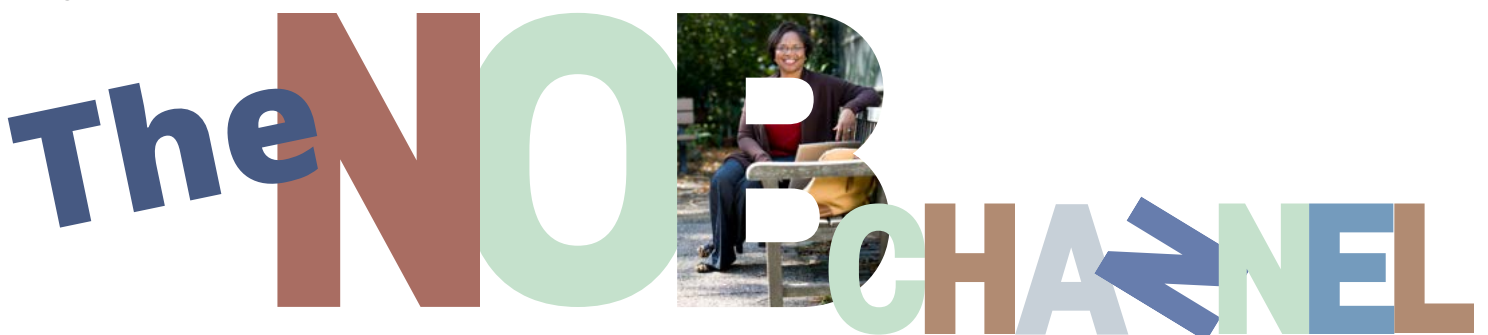
\$5,000/year

Your brand visible across the entire channel and companion website.

Benefits and Entitlements

- Logo on website footer (shown on all webpages) and listed on the Sponsors Page
- Sponsor recognition at all in-person and virtual events related to the channel
- Recognition in media interactions, press releases, etc.
- Corporate Logo included in printed publicity and mailing materials related to the channel
- Website feature article and YouTube video about our partnership or topic of your choice. The NOB Channel and Purple Imagination Productions retains all editorial rights.
- Listed in the credits of all videos as a Channel Sponsor
- One (1) Ad per month placed in any of the channel shows videos. Your ad placed at an appropriate break in a video. Advertiser may provide either a 15 to 30 second video commercial or an image and ad copy to be read by the show host.
- Opportunity to be a guest (you, as the business owner, organization leader, or another representative of your organization) on any of the channel shows.
- Invitation to join The NOB Channel Advisory Committee
- Special access to Patreon community when the account is launched. For example, inclusion of your materials in mailings to the membership. (material supplied by Sponsor) and inclusion of your materials in e-blasts to the membership.

We are open to special requests. Other sponsorship benefits may be negotiated with The NOB Channel and Purple Imagination Productions.



Show Sponsorship

\$2,500/year



Your brand message targeted to the audience of one (1) specific channel show.

Benefits and Entitlements

- Logo on website, on the show page, and listed on the Sponsors Page
- Corporate Logo included in printed publicity and materials related to the show
- Sponsor recognition and logo placement on show/theme specific webinars (where applicable)
- Opportunity to be a guest (you, as the business owner, or head of the organization, or you may have another representative of your organization) on an episode of the show.
- Website feature article or video about our partnership or topic of your choice. The NOB Channel retains all editorial rights.
- One (1) Ad placed in an episode of the show during the sponsorship period. Your ad placed at an appropriate break in a video. Advertiser may provide either a 15 to 30 second video commercial or an image and ad copy to be read by the show host.
- 50% discount on additional single ads for your chosen show and all other channel shows.

If you wish to be the exclusive (only one) Presenting Sponsor for any of The NOB Channel shows, please contact us for a special rate for this limited and valuable opportunity.



THE NADINE OWENS BURTON CHANNEL

The Cooking with History Show



COOKING
WITH
HISTORY



Show Details

We are using Cooking with History to feed both the viewer's stomach and soul. Each show will combine a cooking lesson with a lesson in history, giving special attention to stories of BIPOC individuals who often get overlooked.

Cooking videos fall into the How-To genre of videos that are trending upward in popularity on YouTube. This show represents a great opportunity for product placement for products and services related to cooking, nutrition, and wellness. Likewise, the portion of the show related to history will include many guests, historians and others, who can present themselves as experts.

VIDEO RELEASE: Show episodes will be released on a **weekly** basis. Total number of episodes: 25 to 30 per year.

TARGET AUDIENCE(S): Those interested in cooking and/or history. Women aged 18 to 55. Busy professionals who are balancing their work life and managing a family and household.



The Power of CARE Show



Show Details

The Power of CARE show is based on the proprietary quality improvement theme developed by Nadine Owens Burton. The tag line used when presenting the theme is: When we care, it should show. It should show in the CHOICES we make, the ATTITUDE we project, the RELATIONSHIPS we cultivate and the EFFORT we exert. What do you care about? Does it show?

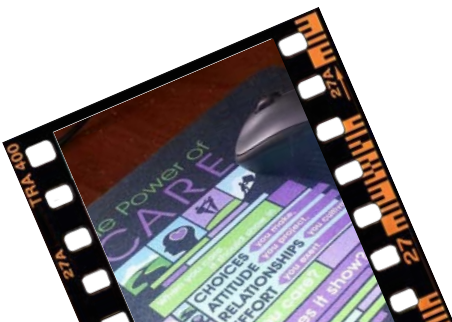
The Power of CARE has been presented to teach Leadership, Customer Service, Change Management, Entrepreneurship, "Being a Caring Church", Parenting, Professionalism and more. Therefore, the show will also have diverse episode topics.

Shows will include Ms. Owens Burton giving an introduction of the show topic and how it ties into the theme. She will include interview(s) with those who are either experts in an appropriate field and/or an individual with a related personal story.

VIDEO RELEASE: Show episodes will be released on a **weekly** basis.

Total number of episodes: 25 to 30 per year.

TARGET AUDIENCE(S): Those interested in living their best life and continuous improvement. The diversity of the subject matter allows for a diversity of target audiences. Will be aimed mostly to mid-career professionals.





The My Life in Five Show

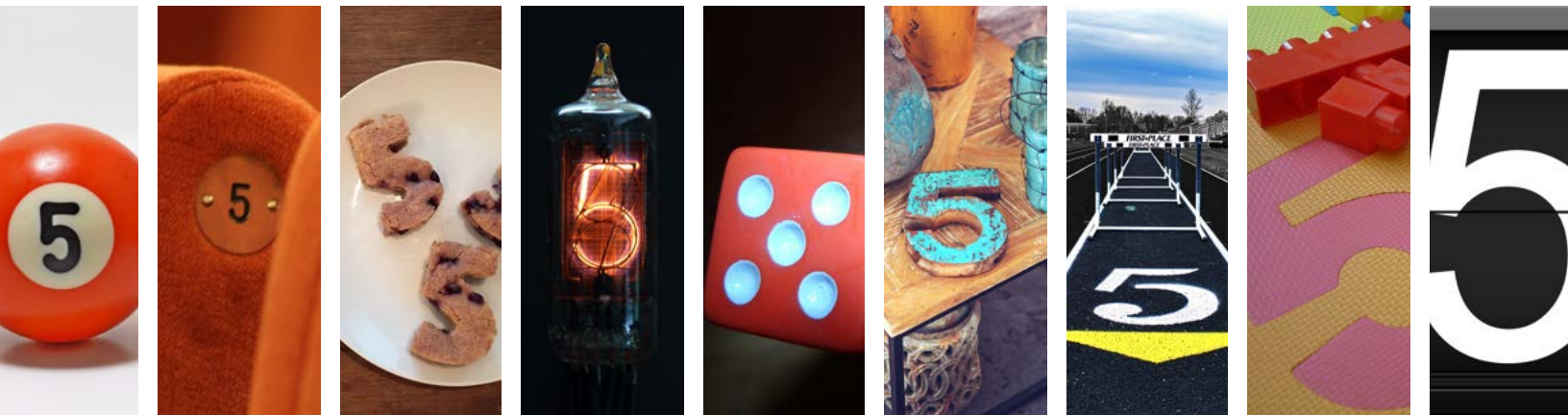
Show Details

My Life in Five represents the most personal of the channel shows. Each episode, Nadine Owens Burton will relate her life in the context of five things to which we all can relate. There will be opportunities for viewers to laugh, to cry, to think nostalgically, and to enjoy great storytelling.

Examples of show topics: My Life in Five. . . pictures, books, soaps, Jane Austen novels, movies, embarrassing moments, airplane flights, restaurants, meals, jobs, friends, etc.

VIDEO RELEASE: Show episodes will be released in blocks of 5-7 episodes, every other month, to allow for **binge watching**. Total number of episodes: 30 to 35 per year.

TARGET AUDIENCE: Women aged 25 to 65, interested in creative non-fiction, memoirs, humor, and stories about everyday life.



The What Color Is Your Imagination? Show



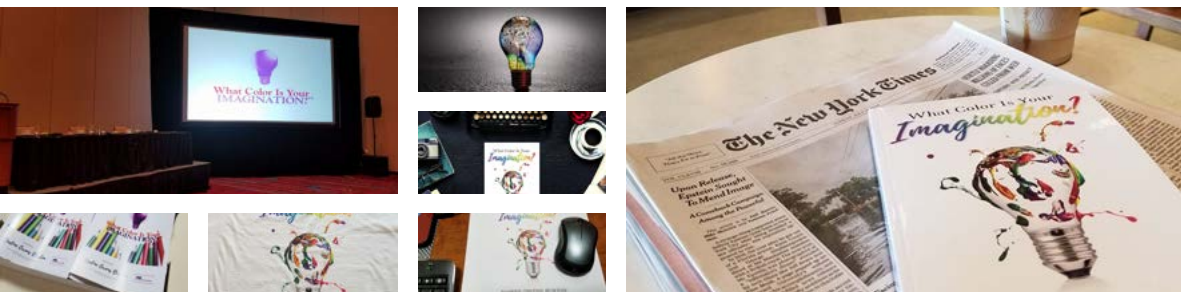
Show Details

This theme uses the symbolism of colors to illustrate the point that true innovation takes passion and empirical thought. What Color Is Your Imagination? begins with color symbolism, but then delves into the various ways we can develop and increase our personal and organizational creativity, moving that much closer to creating and maintaining innovative environments.

In 2019, this proprietary theme was put into a book by its creator, Nadine Owens Burton. The show will take the opportunity to highlight examples of people coming up with creative ideas when solving problems.

VIDEO RELEASE: Show episodes will be released on a **weekly** basis. Total number of episodes: 25 to 30 per year.

TARGET AUDIENCE: Business leaders, business owners and managers, professionals of all types looking for improvement strategies and ideas for creative problem-solving.



The Promising Professional Show



Show Details

The word promising means showing signs of future success. It also refers to assuring someone that one will definitely do, give, or arrange something. The word professional comes from the Latin word **professio**, which means to make a public declaration with the force of a promise. The Promising Professional examines the promises everyone should make and keep when they call themselves a professional and wish to have a promising career.

Shows will include Ms. Owens Burton giving an introduction of the show topic: a professional promise one must make. Then, she will include interview(s) with those who are either experts in an appropriate field and/or an individual with a related personal story. Some shows will be simply a series of short clips of several professionals giving their anecdotal story related to the promise.

VIDEO RELEASE: Show episodes will be released in blocks of 5-7 episodes, every other month, to allow for **binge watching**. Total number of episodes: 25 to 30 per year.

TARGET AUDIENCE: Early to mid-career professionals looking for information and inspiration.



Special Segment Sponsorship

Supplemental content that can be shown with shows or stand alone

\$3,000/year



Be the Presenting Sponsor for *The Procession of Promising Professionals Segment*

This "shout out" will recognize those who either just received an important registration, certification, or degree necessary to start their career, and/or have received their first job in their chosen career.

Each segment, attached at the end of a Promising Professional show, will have five to eight of these acknowledgements. Think the Smucker's® happy birthday segment on the Today Show® that recognizes those individuals who have reached the milestone of 100 years of age or more.

As **Presenting Sponsor** of this segment, your branding and logo may be "wrapped" around the segment honorees' pictures as the host reads their provided details.

These individuals can be self-nominated for inclusion, but may also be submitted for praise, celebration and congratulations by a family member, their new employer, or the organization that is conferring the certification or degree. Therefore, there are a variety of individuals who would have interest in this segment and expand the breadth and reach of the viewership. Special attention will be paid to diversify the ages and industries of the professionals presented.

Advertiser

Individual advertisements

\$500/per ad

Your ad will be incorporated into a show episode

An opportunity to showcase your business or organization, sell products and services, or alert the community to your non-profit.

Your ad will be placed at an appropriate break in a video. Advertiser may provide either a 15 to 30 second video commercial, or an image and ad copy to be read by the show host.

Since the ad is edited into the body of the show episode, your advertisement will be viewed for as long as the video stays on the platform.



About The Host



NADINE OWENS BURTON

Ms. Owens Burton has has been a university administrator, a teacher, a Head Start director, a non-profit board member, an executive director of a state-wide association, and for more than a decade has been an education & quality improvement entrepreneur.

Most recently she has added author to her resume, with the publication of her first book, based on one of her quality improvement themes

