

RAD OCCASIONS

MEDIA KIT
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PODCAST



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WELCOME.

Join husband and wife duo Radhika and Rob as they share their adventures in life, love, and wedding planning in the Pacific Northwest. This podcast gives listeners a special glimpse into all the considerations that come with modern weddings and how Rad Occasions helps couples celebrate their connection in a unique way.

In short, it's Rad.



HELLO I'M RAD!

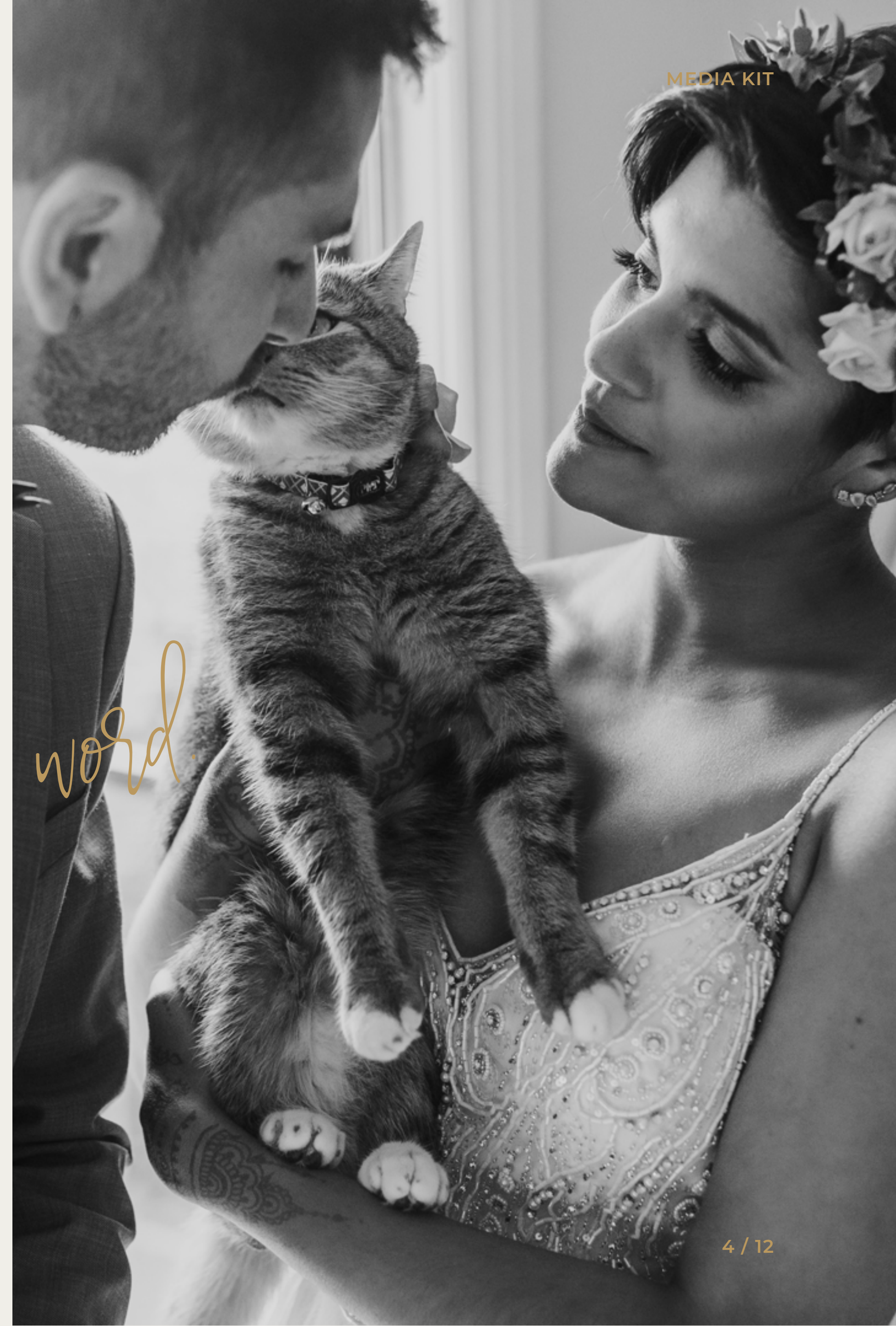
Hello, my name is Radhika (Rad). After almost a decade in the wedding business Rob and I realized there was a major opportunity to share more information with aspiring brides and grooms, as well as industry professionals. Each episode is an insider look at tying the knot, designed to answer practical questions and tackle some of the tougher topics associated with saying “I Do”. This is our love letter to an industry that continues to inspire and amaze us. We thoroughly enjoy releasing this podcast and sincerely hope you will enjoy our episodes as well.

Radhika Graham

SOMETHING NEW SOMETHING FRESH

What makes us different from other wedding podcasts? For us, it's not just about one day. We see a wedding as an ever-evolving relationship for years to come. We take listeners a little deeper by sharing stories on real human connection and lessons learned along the way. We cover everything from managing micro-aggressions on your special day to planning celebrations for nomadic lifestyles, and unions that flip the heteronormative script.

Spread the word.



Target audience

There is no one size fits all with our audience and we like it that way. We attract creative types, entrepreneurs, and modern-day romantics. To date, our listeners are predominantly from Canada's West Coast, followed by Alberta and Ontario (in addition to a burgeoning group of listeners from the United States, Europe, and Australia).

Anecdotally, our show also appeals to other wedding professionals who tune in for the vendor education component that is hard to find on other podcasts within this niche.

Target audience

To us, continuing to grow an audience that cares about diversity, authenticity, and inclusivity is key, as this is at the heart of everything we do. If you've ever wanted to know what it's like to get married in a graveyard, how to throw the perfect bash for two brides, or need tips on making an elaborate multi-day Bollywood affair come to life, this podcast is for you.



READY TO FALL IN LOVE?

Like all the special days we plan, the journey in launching our first podcast season in 2020 has been a wonderfully rewarding process. As we kick off season 2, we look forward to growing our roster of partners and collaborators who are also looking for ways to celebrate life, love, and all the magic in between.



Radhika

This is where you come in. We are looking for like-minded businesses and individuals who also see the value in doing things a little differently. Like we tell our wedding clients, it's all about helping you realize your vision. We take a creative blue-sky approach to the planning, tailoring each opportunity to reflect our partner's unique brand and service offerings.



Opportunity

We have seen great success with promo codes and contest giveaways on our show, but are able to design in-shop promotions, sponsored content packages for social media, and event activations. We also love discussing new ideas, so don't be shy.

Ready to talk about commitment? Contact us at: podcast@radooccasions.ca





Testimonial

“She [Radhika] and Rob were the consummate hosts, both participating in the conversation. I also appreciated the quick turn-around between taping and publishing. Overall, I really enjoyed myself and think we had a lovely conversation.

10/10 would be a guest again!”



Get
Involved

Saying “I Do”

Our rate for custom packages starts at \$500 per episode, or \$1000 for a three-episode feature. With every sponsorship, we are committed to delivering the following:

- One 15 sec podcast reel
- One 30 sec podcast reel
- One curated Instagram post
- One curated Instagram story (on average 3 story mentions)
- One podcast spotlight/advertisement
- Follow up reporting on podcast downloads, social media reach, impressions and engagement

GET IN TOUCH

We look forward to discussing future collaborations with you.

podcast@radooccasions.ca

Be sure to tune in and catch our latest episode
(where ever you subscribe to podcasts).



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