

# Radio & Podcast Partnership Proposal



Join The Movement

# Introduction

Gr8r is a call to action. A movement to get people to recognise their worth and overcome the challenges that lie between who they are and who they want to be. The brand is focused on removing the barriers to activity and encouraging anyone to be active, despite their obstacles.



**GR8R**



# THE PROBLEM IN NUMBERS: NCD DEATHS

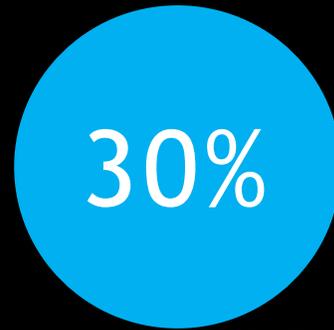
Botswana Statistics

Indicator 1-Targets
Indicator 2-CRV Mortality
Indicator 3-Surveys
Indicator 4-NCD policy and Plan
Indicator 5A-Tobacco taxes
Indicator 5B-Tobacco smoke free/pollution
Indicator 5C-Tobacco health warning
Indicator 5D-Tobacco advertising ban
Indicator 5E-Tobacco media campaign
Indicator 6A-Alcohol availability
Indicator 6B-Alcohol advertising restrictions
Indicator 6C-Alcohol taxes
Indicator 7A-Salt policies
Indicator 7B-Trans fats policies
Indicator 7C-Marketing to children
Indicator 8-Physical activity awareness
Indicator 9-NCD guidelines

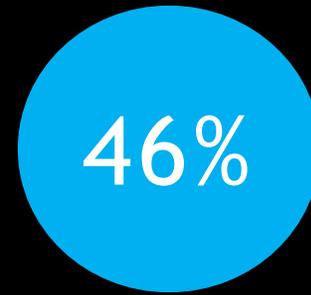
## NCD Progress Indicators



PREVENTABLE NCD DEATHS!



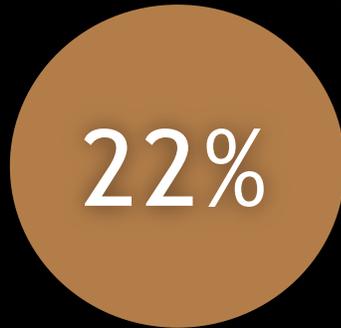
DUE TO OBESITY



NCD DEATHS/YEAR IN BOTSWANA



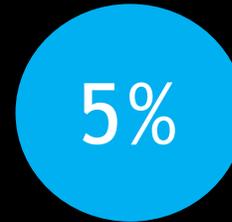
PHYSICAL INACTIVITY



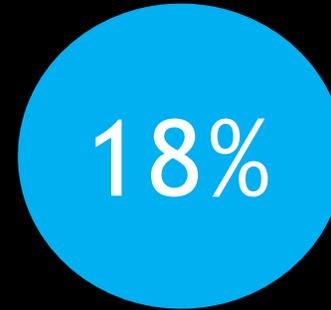
CANCER



SUB SAHARA AFRICA



DIABETES



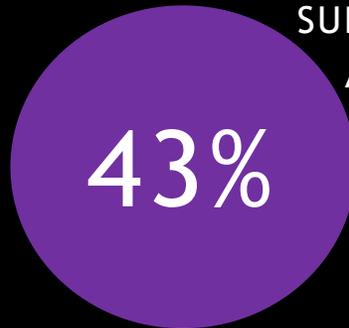
TOBACCO USE



ATTRIBUTABLE TO DIET



RESPIRATORY



CARDIOVASCULAR DISEASES



DEATHS/YEAR FROM NCDS



HYPERTENSION



## Get Fit, Get Listeners: Sponsor Gr8r Than Fitness

We're here to introduce you to a fantastic opportunity to reach a health-conscious audience in Botswana and elevate your brand through radio sponsorship. Gr8r Than Fitness is a dynamic radio show and Podcast focused on making fitness fun and achievable for everyone. Buckle up and get ready to learn more about this exciting sponsorship opportunity!

# Gr8r Than Fitness: Reaching Your Target Audience

- Broad audience appeal: Reaches listeners from all walks of life who are interested in health, fitness, and wellness.
- Prime time slot: Airing weeknights from 21:30 to 22:00 on Radio Botswana 2, capturing a large audience winding down for the evening.
- Engaged listeners: The interactive format keeps listeners tuned in and eager to participate through call-ins and social media engagement.
- Lasting presence through online podcasts distributed through YouTube, Spotify, and Audible.
- Relevant weekly articles and posts across digital platforms such as gr8r.fit and all social media, including viral clips.

**GR8R**



# Sponsor with Gr8r Than Fitness: A Range of Options

Live Read	Opening and Closing Live Read (30 seconds): Kick off the show with high-impact brand recognition and close it with the same. (Estimated Cost: BWP 5,000/month)
Advertising	Opening and Closing advertisements (60 seconds): Leave a lasting impression on listeners as they tune in and out with a targeted advertisement directed at your market demographic. (Estimated Cost: BWP 10,000/month)
Placement	Product Placement (Throughout the show): Seamlessly integrate your product or service into the show's conversation. (Estimated Cost: BWP 3,000/month)
Interviews	Dedicated Interviews (30 minutes): Dive deep into your brand story and expertise with a dedicated interview segment. (Estimated Cost: BWP10,000)
Segment	5-minute interview segments spread throughout the month for increased engagement. (Estimated Cost: BWP 8,000/month)
Monthly Theme	Thematic Discussions (Once a month, 30 minutes): Partner on a specific health and wellness topic relevant to your brand, creating a dedicated 30-minute discussion once a month for 6 months. (Estimated Cost: BWP 8,000/month)



# Meet Your Clients Where They Are

We understand that every sponsor has unique goals. That's why Gr8r Than Fitness offers a variety of sponsorship packages to suit your budget and objectives. Want maximum brand awareness? Secure the opening or closing segment sponsorship. Have a product to showcase? Opt for product placement throughout the show. Craving a deeper brand story exploration? Book a series of dedicated interview segments. Do you have a specific health theme to champion? Partner with us for a monthly thematic discussion.



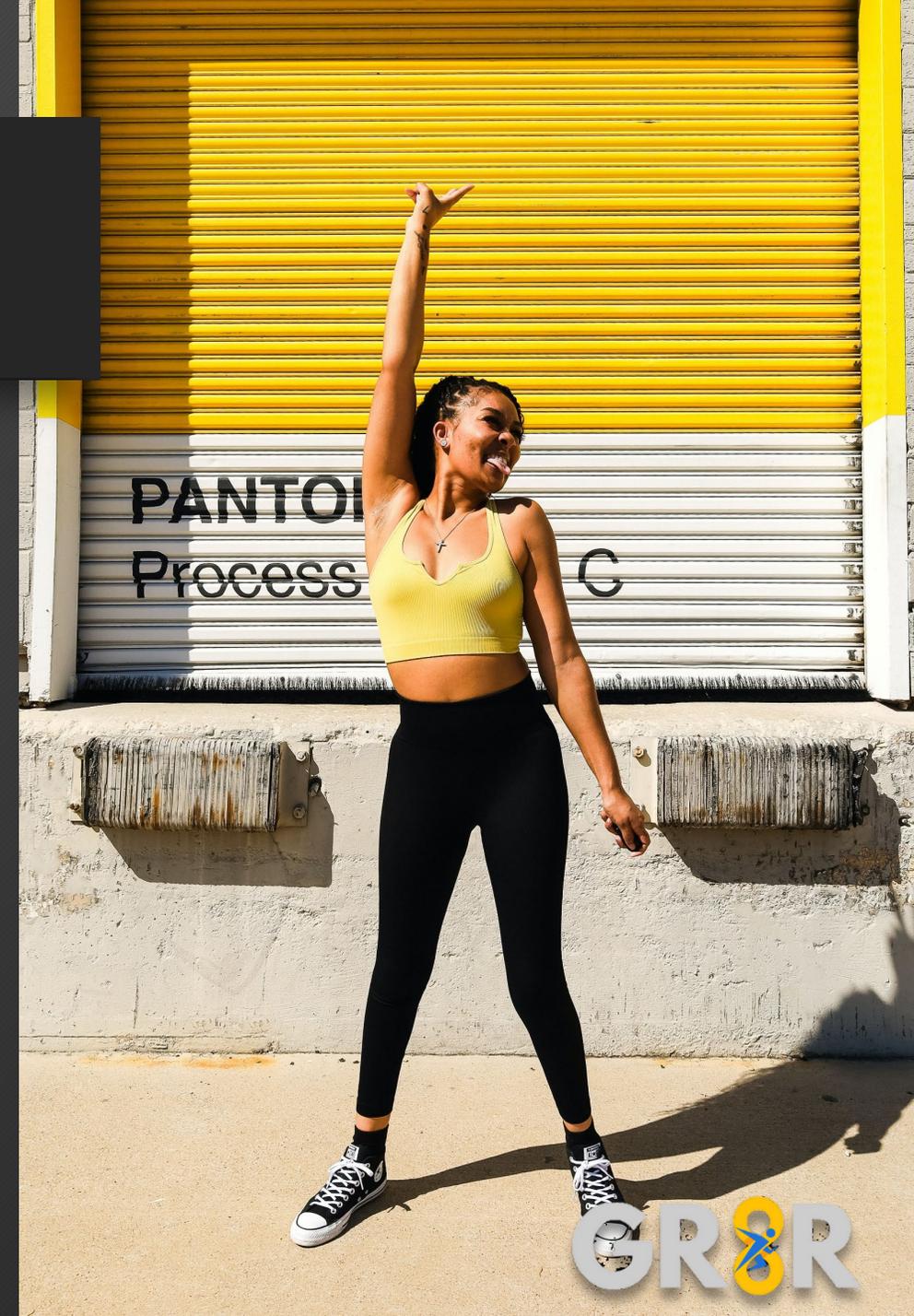
A professional broadcast microphone with a red pop filter. The microphone is silver and black, mounted on a stand. The pop filter is a red, circular, mesh-like structure that filters out puffs of air from the speaker's mouth.

## Get Host Endorsements: Opening And Closing Live Read (30 Sec)

- Secure the coveted opening and closing 15 seconds of each show.
- Host reads a captivating script highlighting your brand and its message.
- Ideal for high-impact brand awareness and audience recall.
- Increased Impact due to delivery by a subject matter expert.
- Trackable results with embedded codes
- BWP 5, 000 pm

# Secure Prime Spots: Opening And Closing Advertisements (60 Sec)

- Reach both radio and podcast listeners with a single pre-recorded ad, maximizing brand awareness efficiently.
- Deliver a polished, consistent message across every episode, reinforcing brand association with Gr8r Than Fitness listeners.
- Get the most out of your sponsorship budget with a pre-recorded ad, requiring minimal effort after initial creation.
- Easily measure campaign success with trackable codes or promotions embedded within your pre-recorded ad.
- BWP 10,000 pm





## Showcase Your Products Naturally: Product Placement

- Subtly integrate your product or service into show content.
- Host mentions and discussions organically woven into the show.
- Gr8r Than Fitness attracts a health-conscious audience receptive to product placements aligned with their interests.
- Product placement offers a cost-effective way to showcase your brand to a large, engaged audience.
- Increased brand visibility and product awareness.
- BWP 3,000 pm

## Become a Health & Wellness Authority: Dedicated Interviews (30 Min)

- Secure a dedicated 30-minute interview segment to comprehensively explore your brand story, expertise, and offerings.
- Our engaging host will facilitate a conversation highlighting your brand's unique selling points and value proposition.
- Establish yourself as a trusted authority in the health and wellness space through in-depth brand championing.
- BWP 10,000 pm





## Engage Listeners and get interactive: 5 Minute Segments

- Craft and sponsor a weekly 5-minute interactive segments for a month
- Design engaging content like contests, challenges, or listener success stories aligned with your brand's message.
- Increase audience engagement and brand recall through interactive experiences.
- BWP 8,000 pm

# Beyond Radio: Podcast, Web & Social Media



## Podcast

Your sponsored segments and interviews are not just limited to radio.

We distribute them across popular podcast platforms such as Apple Podcasts, Spotify, and Google Podcasts, ensuring your brand message reaches a vast network of health and fitness enthusiasts who consume content on their own time.

This multi-platform approach maximizes brand exposure and allows you to connect with potential customers who might not tune into traditional radio broadcasts.

## Articles

Each week, we'll feature a dedicated article, crafted with (SEO) to ensure high visibility in search engine results.

This means when potential customers search for keywords related to your industry, your brand has a strong chance of appearing at the top of the search results page.

Our content creation team will collaborate with you to develop informative and engaging articles that not only enhance brand awareness but also drive targeted website traffic, converting listeners into loyal customers who can explore your offerings in more detail.

## Social Media

Leverage the power of social media! We will actively promote your brand across our engaging social media channels, reaching a large and active audience passionate about health and wellness.

This consistent promotion increases brand visibility and fosters engagement with the community you're trying to reach.

Whether it's a captivating post about your interview or a call to action highlighting your latest product, our social media team will craft content that resonates with listeners, drives brand recognition, and includes relevant hashtags to expand reach even further.

# Summary

## A Health-Conscious Audience

Gr8r Than Fitness boasts a diverse listenership actively seeking health and wellness solutions, making it the perfect platform to connect with your target market.

## A Range of Sponsorship Options

We offer a variety of sponsorship packages to fit your budget and objectives. Choose from opening/closing segments, product placement, dedicated interviews, interactive segments, or thematic discussions.

## Prime Time Exposure

Capture a large audience winding down for the evening with our prime-time slot (weeknights from 9:30 PM to 10:00 PM) on Radio Botswana 2.

## Elevate Your Brand

Gr8r Than Fitness offers a powerful platform to elevate your brand, generate leads, and achieve your marketing goals.

## Engaged Listeners

Our interactive format keeps listeners tuned in, ensuring your message resonates with a receptive audience.

## Maximize Your Impact

Partner with us to create a customized sponsorship package that aligns perfectly with your brand's unique needs.



Hosts Molibi Maphanyane and DJ Fresh Prince  
With Guest Temo Gilika

# The Gr8r Than Fitness Podcast Team

# Thank You

Get Up, Go Again



## Take the Next Step

Contact us today to reach your target audience

[www.gr8r.fit](http://www.gr8r.fit)

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@gr8rThanFitness