



SPONSORSHIP AGREEMENT

I, \_\_\_\_\_, of \_\_\_\_\_ (hereafter referred to as "Sponsor"), agree to pay Ascend 2 Glory, LLC (hereafter referred to as "Ascend") the initial USD sum of \$249.00/episode to be a sponsor, or \$679.00/episode to be the exclusive sponsor of the Remarkable People Podcast (hereafter referred to as "RPP") and \$50.00/1,000 listens/plays (hereafter referred to as "listens") of each episode after the first 2,500 listens for marketing and advertising services rendered.

Sponsor agrees to pay the initial \$249/episode or \$679/episode fee in full within 10 calendar days of this contract being legally executed via the physical or digital signature of myself or an authorized agent of our organization. Furthermore, Sponsor agrees to pay the additional \$50/1,000 listens fees for the life of the episode within 10 days of receiving a podcast directory snapshot update from Ascend that shows the latest podcast listens growth.

In return for these monies, Ascend will provide Sponsor with a:

- 1. 25-60 second commercial at the beginning AND close of each RPP episode sponsored, OR one (1) 90-second commercial in the middle of each RPP episode sponsored
2. Link in the show notes AND webpage of each RPP episode sponsored
3. Digital copy and transcript of the commercial
4. Guarantee that no RPP episode sponsored will contain any known competitor/conflict of interest
5. Guarantee that Sponsors commercial(s) will appear within nine (9) months of receiving payment in full for the episodes

Both parties agree that this contract has been made in good faith and can be canceled by either party at any time. Sponsor is aware and agrees to pay a \$100/episode cancellation fee for any episodes in the contract that have already been released if they decide to end the relationship prematurely, at any time, for any reason, or are in default of payment. (i.e. Five (5) episodes released to date = \$500 termination fee)

I understand, approve, and have the legal authority to bind the terms of this sponsorship agreement on behalf of Sponsor organization\*:

Sponsor Approval Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_
Printed Name: \_\_\_\_\_ Position Title: \_\_\_\_\_
Legal Organization Name: \_\_\_\_\_ Sponsor Level Requested: \_\_\_\_\_
Number of Episodes Requested: \_\_\_\_\_ Initial Payment Included: \_\_\_\_\_

Ascend Signature of Acceptance: \_\_\_\_\_ Date Signed: \_\_\_\_\_

\*For a mock financial example illustrating the cost of listens, please see the page below entitled, "Addendum A". Sponsor understands these are fictitious numbers for sample illustrative purposes only. Listens/results can vary greatly in either direction from this mock financial example and are not guaranteed.)



**SPONSORSHIP AGREEMENT**  
**Addendum A: Mock Financial Example**

*Sponsor* agrees to co-sponsor three (3) episodes. The initial payment is \$747 (3 episodes x \$249). The first 2,500 listens of each sponsored episode are included. The additional listens are \$50/1,000. So, in this mock example, over the course of 2 years *Sponsor* would receive 69,000 listens to their commercials for an investment of only \$3,822. **That's less than \$.06/listen for great advertising!**

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Episode 1 has:

- i. 1,400 listens in the first 60 days
- ii. 3,600 additional listens in the next four months (5,000 current total)
- iii. 20,000 additional listens in the next 2 years (25,000 current total)

So, at point:

- i. *Sponsor* would owe *Ascend* \$0.00
  - ii. *Sponsor* would owe *Ascend* \$125 (5,000 total listens – 2,500 included = 2,500 additional listens.  $2,500 / 1,000 = 2.5$ .  $\$50 \times 2.5 = \$125$ )
  - iii. *Sponsor* would owe *Ascend* \$1,000 over the course of the next two years (20,000 listens / 1,000 = 20.  $\$50 \times 20 = \$1,000$ )
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Episode 2 has:

- i. 700 listens in the first 60 days
- ii. 1,200 additional listens in the next four months (1,900 current total)
- iii. 2,100 additional listens in the next 2 years (4,000 current total)

So, at point:

- i. *Sponsor* would owe *Ascend* \$0.00
  - ii. *Sponsor* would owe *Ascend* \$0.00
  - iii. *Sponsor* would owe *Ascend* \$75 over the course of the next two years (4,000 total listens – 2,500 included = 1,500 listens / 1,000 = 1.5.  $\$50 \times 1.5 = \$75$ )
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Episode 3 has:

- i. 10,000 listens in the first 60 days
- ii. 10,000 additional listens in the next four months (20,000 current total)
- iii. 20,000 additional listens in the next 2 years (40,000 current total)

So, at point:

- i. *Sponsor* would owe *Ascend* \$375 (10,000 – 2,500 = 7,500.  $7,500 / 1,000 = 7.5$ .  $\$50 \times 7.5 = \$375$ )
- ii. *Sponsor* would owe *Ascend* \$500 (10,000 total listens / 1,000 = 10.  $\$50 \times 10 = \$500$ )
- iii. *Sponsor* would owe *Ascend* \$1,000 over the course of the next two years (20,000 listens / 1,000 = 20.  $\$50 \times 20 = \$1,000$ )