



**BRAND
PARTNERSHIP
PACKAGE
2021 - 2022**

**UN
MARKETING**

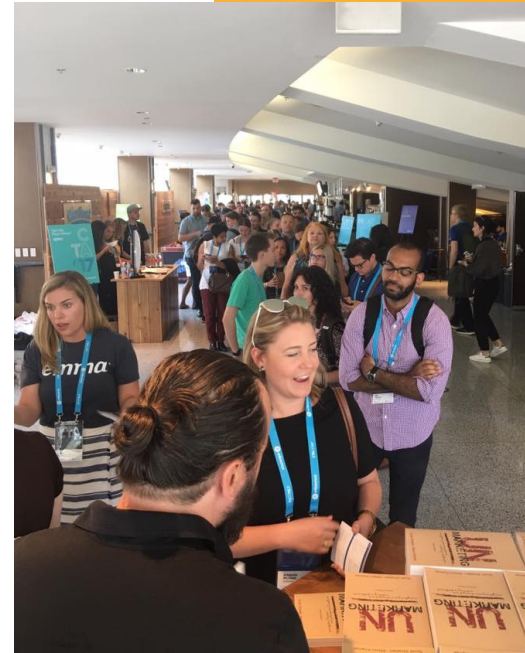


EXCLUSIVE BRAND PARTNERSHIP

SUMMARY

The royal couple of content, Scott & Alison Stratten have written 6 best-selling award winning business books, done over 500 conference keynotes and over one million show downloads based around the age of business disruption.

Now is your chance to be their exclusive brand partner. If you're looking for the biggest impact on your spend with people who are incredibly easy to work with, here's your chance!



"It was one of the best things we ever did. Scott and Alison helped us reach new audiences in the most authentic, impactful, memorable ways we could imagine.

Our alignment with them was not only real and wonderful and fun and far-reaching, but it constantly showed up with an impact on the bottom line. They didn't just stick to the SOW either, they were always going above and beyond to find ways for us to get more out of our partnership."



- CYNTHIA PRICE, VP OF MARKETING
LITMUS



UNMARKETING
Authenticity · Integrity · Community

ONLINE SALES AND MARKETING



DO YOU CONVERT // 2020

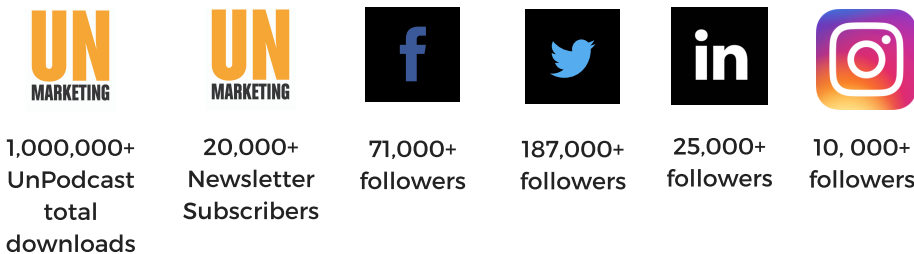


EXCLUSIVE BRAND PARTNERSHIP

VIRTUAL COMPONENT

- Branding on all social media accounts.
- Branded show intro for the weekly UnPodcast plus live read during each episode.
- Logo on show Album Art.
- Monthly Facebook/LinkedIn Live on your brand page and ours.
- Quarterly webinar to any audience of choice (specific industry, or variety of webinar types: Q&A to answer your audience/market questions, specific topic presentation, etc)
- Open-door advising/consulting for your team

AUDIENCE REACH



LIVE COMPONENT

- Two in person events per year. Some options include: conference keynote for your own event, sponsored keynote for an event you're exhibiting at, all-hands or department meeting at your office.
- 100 books of your choice signed at your booth/location after the talk for each event.
- Logo on second last slide of every keynote given in the year (60 keynotes given per year on average).

Due to current events, if a live event is not possible, the sponsor can choose to save it for a later date, or move to a virtual setting.



LIVE IN NASHVILLE

NOVEMBER 8TH | 4PM-6PM | FREE
11 LEA AVE. NASHVILLE, TN 37210

Register at:
[MYEMMA.COM/UNPODCAST-LIVE](https://myemma.com/unpodcast-live)





EXCLUSIVE BRAND PARTNERSHIP

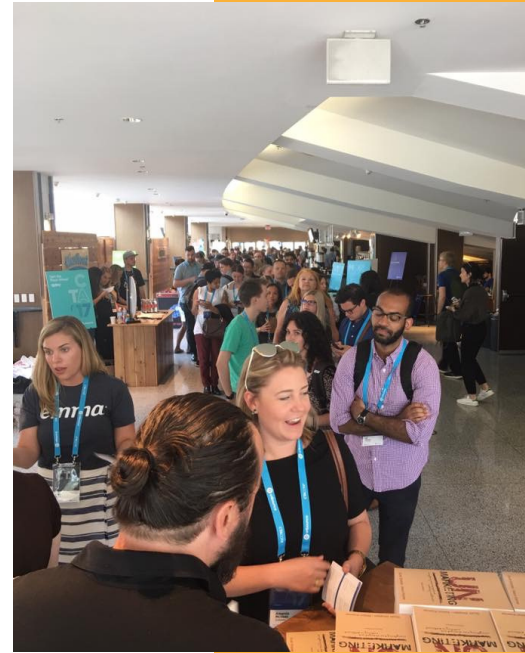
"Scott and Alison are amazing partners. Their dedication to over-delivering on every contract item (and things they agree to do for the good of the partnership that were not contracted) is UNPARALLELED.

Example: At an conference, where Scott was speaking (and dedicated a full two minutes to talking about our brand), Scott was then kind enough sign books at our booth- despite the fact he was tired, hadn't eaten and the line was significantly longer than planned, Scott made sure every single person got not only an interaction with him, but a positive and fulfilling, he did not make one person feel rushed. He went so far as to sign books for people in the lobby because the conference closed for the day! That is dedication!

On the stats side, their work speaks for itself- anything they touched whether it was a webinar, Facebook live, or piece of content, we would consistently see engagement above our benchmark (sometimes up to 30% above). I cannot say enough good things about Scott and Alison, they are good, kind, hard-working humans."



**- RACHAEL GOODRICH
MARKETING MANAGER, PARTNERSHIPS
CAMPAIGN MONITOR**





INVESTMENT

VALUE:

- 2 KEYNOTE TALKS = \$50,000
- 4 WEBINARS = \$50,000
- 12 FACEBOOK LIVE BROADCASTS = \$60,000
- PODCAST EXCLUSIVE SPONSOR = \$150,000
- ANNUAL ADVISING RETAINER = \$50,000
- TOTAL = \$360,000

INVESTMENT:

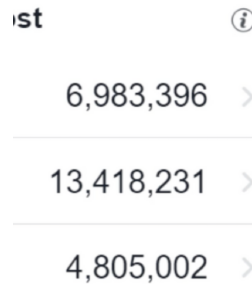
- \$15,000 MONTHLY, ANNUAL CONTRACT
- FIRST RIGHT OF REFUSAL TO RENEW

CONTACT:

SCOTTPRIVATE@UNMARKETING.COM

1-888-580-9969

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