

Become A BizTalk The Show Sponsor



Sponsor an episode of our business

interview show, BizTalk The Show for \$1,550!

What do you get?

1. 5 second bumper after the opening credits identifying your company - Company logo, email, phone and web address. Noting your business is sponsoring the episode.
2. Audio announcement at the top of the show identifying your company as this episode's sponsor.
3. End of Show credit - initial bumper repeated. before the brand identification.
4. Link to your website in the body/description.

The ProcurementCon brand family is a growing brand that focuses on government contracting/procurement, contract readiness, small business growth and development, and entrepreneurial experience. We partner with Federal, State and Local small business support agencies and resources partners to grow our mission of putting small business resources under one roof and help small businesses grow.

Our primary business model is to build our event brands, ProcurementCon and BizCon. To do this we promote and collaborate with the various agencies to schedule and produce events that we hope become annual conferences/expos with those partners in the cities, regions and states we expand and grow in.

To support our brand we have developed BizTalk the Show and BizTalk Live Sessions, this is in addition to our existing content strategies that include a weekly email newsletter to our growing subscription base. Our email subscribers is growing, we have between 12,500 to 20,000 active subscribers with an average 35% open rate.

Presently our subscription list is about 60% Tristate Area (NY, NJ, CT, PA), 35% East Coast (inc. AL, LA, MS), and 5% National.

Our YouTube Watch Hours are steadily growing (we launched YouTube in Q4, 23 and launched the show Jan. 10, 2024).

We are deploying videos on our Rumble Channel on a weekly basis after they post on YouTube.

In addition the day each video posts, we are deploying announcements on Instagram, Facebook, X (Twitter), and LinkedIn with a direct link to the video.

With the launch of our new media page on ProcurementCon.com and our updated marketing strategies to continue our scale up streak, the media page will introduce more

of our content to the unaware and uninformed.

Marketing of our brand.

We use proven marketing strategies as well as test the market place to determine what new ideas will work to create engagement.

We are shifting to new email marketing that reduces the number of advertising emails we deploy and increases the amount of value add marketing that will drive traffic to our media page. This in turn will drive traffic to our YouTube channel to help increase views.

Our goal is brand awareness and an engaging and relatable brand journey which builds credibility and drives attendance at our events.

In addition, we deploy on social media in a constant manner to build a regular awareness schedule. Videos deploy on YouTube and 30 minutes later the link and announcement are deployed cross the platforms. This is in addition to all other organic marketing we deploy across social media.

Our BizTalk Live Session events are meant to help us create content as well as develop brand awareness and allows us to engage directly with our audience to build an increased subscriber base and brand loyalty. Your Sponsorship doesn't carry over to BizTalk Live, but we do offer sponsor options for those events and recordings.

We are working towards increased awareness around our content and brand by developing OTT strategies to deploy our content on other streaming channels as well as (long term planning) developing our own OTT streaming network.

Your sponsorship will remain in tact when content is deployed on other services, unless specific requirements do not allow for the extended sponsorship.

Visit our YouTube Channel

<https://YouTube.com/@procurementconbrand/>

Contact us if you'd like to become an episode sponsor
Team@procurementcon.com

We do not sell or promote any divisive or illegal subject matter this includes polarizing content, questionable concepts, and electoral, political material. U.S. based companies/businesses only. All businesses must fall under SBA size standards for Small Business including micro-businesses.

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