



PODCAST SPONSORSHIP OPPORTUNITIES

ALIGN YOURSELF WITH ONE OF OUR
SPORTING CELEBRITIES DISTRIBUTED
TO OVER 81,000 RUNNING AND
OUTDOOR ENTHUSIAST SUBSCRIBERS!

[OUTSIDEANDACTIVE.COM/PODCAST](https://outsideandactive.com/podcast)



AUDIO FOR THE OUTDOORS

OUTSIDE & active

The Outside & Active podcast aims to inspire people to lead an active outdoor lifestyle through sharing conversations from guests such as Sir Ranulph Fiennes, Dame Kelly Holmes, Anna McNuff, Ben Fogle and Julia Bradbury to name a few. The podcast covers all parts of the outdoors whether that's running, walking, camping, adventures, snow and watersports.



BEN FOGLE



ANNA MCNUFF



DAME KELLY HOLMES



JULIA BRADBURY



JONNIE PEACOCK

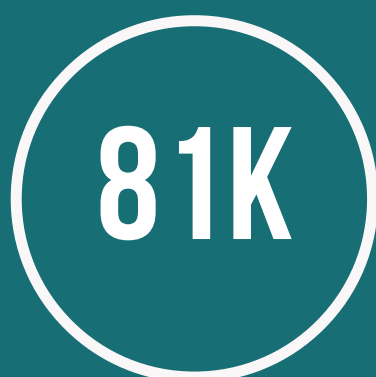


SIR RANULPH FIENNES

AUDIENCE & DISTRIBUTION

The podcast is distributed through the Raccoon Events network of events including the National Running Show and National Outdoor Expo to an audience of over 80,000 opt in subscribers and to a social media reach of over 60,000.

Launched in January 2022, the podcast has over 4,000 downloads and has an engaged audience with average listeners tuning into 89% of an episode.



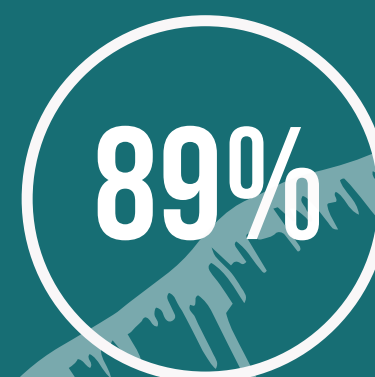
Distributed to opt-in subscribers



Shared through Raccoon Events social networks



Number of downloads since launch



Avg percentage of episode listened to

A proper good listen Tue
nonbiological

★★★★★

This is one of the best podcasts out there for active types. Good content, great chat and no so long that your mind starts to wander...!



SEASON FOUR

OUTSIDE
& active

The Outside & Active Podcast is back with season four, and it's going to be one for the books. Launching in July with guests lined from the National Running Show South, we'll be covering all aspects of running and outdoors life including nutrition, racing as well as inclusion in running. We're set to continue to inspire our audience with some great conversations shared!



CLARE DANSON



STEVE CRAM



ANITA BEAN



CARL ORME



PAULA RADCLIFFE



JOSHUA PATTERSON



HOLLY BRADSHAW



ROB POPE



PROMOTION

We release a new episode of the podcast every week to our database of opt-in subscribers promoted to over 81,000 subscribers across the Outside & Active and National Running Show database.

Each episode benefits from articles on Outside & Active as well as free and paid for promoted posts via Facebook, Twitter, Instagram and TikTok feeds.

Love it! Tue
★★★★★ 15browda

These three podcasts were great to listen to on my morning commute. Looking forward to more coming out.



PODCAST SPONSORSHIP

The Outside & Active podcast is the perfect platform to connect with an engaged and active audience. We bring together some of the most influential voices in the outdoors world to share their stories, insights, and advice to our listeners who are passionate about living an active lifestyle, outdoors.

As a sponsor of our podcast, you'll have the opportunity to reach our highly engaged audience and connect with them on a personal level with audio adverts and promotions.

YOUR PACKAGE

Season Sponsor - £1,745 - Exclusive, one per season

- Up to 60 seconds audio advert within podcast
- Logo on season cover, shared on all distribution
- Company / product description in episode notes
- Company / product description in article on OA website
- Inclusion in promotion across social media posts
- Website banner for duration of season of podcast (typically 8 -10 episodes)
- x2 email promotions

Episode Sponsor - £695 - max two per episode

- 30 second audio advert within podcast
- Logo on available episode cover, shared on all distribution
- Inclusion in email and social media posts promotion podcast
- Website banner for episode release (1 month)

SECURE YOUR PACKAGE

Contact the team to secure your package today.

ESTHER T : +44 (0)7827 815840
E : esther@raccoonevents.com

TOM T : +44 (0)203 770 9303
E : tom.keating@raccoonevents.com

AUDIO FOR THE OUTDOORS



Thank you to our partners

