

www.chattelfixtures.com

Chattel Fixtures

PEI Real Estate Podcast



SPONSORSHIP PACKAGE

2022-2023

Contact David Cyrus MacDonald

Email: cyrusmacd@gmail.com

Text: 902-940-5455

ABOUT CHATTEL FIXTURES

COMPELLING, POSITIVE, REAL
CONVERSATIONS ABOUT EVERYTHING
PEI REAL ESTATE

David Cyrus MacDonald hosts a weekly podcast that showcases real, in-depth conversations that reflect on the PEI real estate market. These interviews reveal invaluable information provided by relatable local experts and personalities who are engaged with current trends and day-to-day happenings.

Chattel Fixtures immediately discovered an engaged audience that led to thousands of views within the first 1-2 weeks. With each new episode and special guest, we are excited for the opportunity to surpass expectations and connect with new audience members while showcasing PEI's leading real estate professionals .

Contact David Cyrus MacDonald

Email: cyrusmacd@gmail.com

Text: 902-940-5455

DAVID CYRUS MACDONALD

Music, Real Estate, Media



David Cyrus MacDonald is the host of the Chattel Fixtures PEI Real Estate Podcast. He lives in Charlottetown, PEI with his two daughters, Della and Priya, and a miniature poodle, Coco. A goal for his show is to enjoy learning from interesting conversations about PEI real estate and to share those conversations publicly with you. He has been buying and selling properties on PEI since 2010 and this show is an opportunity to build a greater connection with the community and stimulate learning and growth for the listener.

Currently, in addition to his part-time work as a professional musician, he is a technology company stock investor. He has been looking for something he can sink his teeth into where he can both earn a solid income and enjoy the process. This has brought him to real estate in the local market. In addition to hosting this podcast, visiting as many open houses as possible, and learning everything he can about the topic, he is taking a real estate pre-licensing course and by early 2023, he expects to be a REALTOR, licensed to buy and sell real estate in PEI.

Contact David Cyrus MacDonald

Email: cyrusmacd@gmail.com

Text: 902-940-5455



WHY SPONSOR?

We are currently seeking out relevant sponsors with solid reputations serving customers, particularly in some way related to the PEI real estate market. If that sounds like you - get in touch with David if you want to support great, positive conversations about real estate happening right here on PEI. Use the contact info below or click the sponsorship tab on the Chattel Fixtures website.

Within 1-2 weeks of launching the podcast we've seen quick engagement and over 2500+ views. There is a goal to utilize Facebook, LinkedIn, and Instagram and we intend to reach out to traditional media and do a press release in hopes of getting some added traction as this is a new endeavour. Other show marketing elements include digital assets like video thumbnails, digital images and clips from the show to help spread the word along with cross-promotions with other podcasts / influencers. We will be encouraging our guests to share the podcast through their platforms and building a growing network of listeners and participants in the show over time.

We are also open to listening to sponsors ideas for deliverables, and would like to schedule a time to chat and review what you hope to get from your agreement.

As time passes, each episode is an opportunity improvement of the quality of the content, recording, publication, and marketing of the show. These improvements will help build and retain an engaged audience to establish and maintain a leadership position in the PEI real estate community.

Contact David Cyrus MacDonald

Email: cyrusmacd@gmail.com

Text: 902-940-5455



SPONSOR LEVELS

Our special introductory flat rate is intended to reward early sponsors. As the show grows, each episode lives on generating new listenership with the potential for leads and awareness over time at no additional cost to the sponsor. This early investment in sponsorship has an outsized impact on getting the show off the ground. Thank you for making this happen.

Tier I

\$499 per episode

- 60-second mid-roll ad
- Thank you in the video intro and outro
- Website link in show notes/description
- Ad written, read and recorded by the host (ad copy approved by sponsor)
- Custom Interview Style ad filmed and sent to sponsor for their use
- Logo on website

Tier II

\$299 per episode

- 30-second mid-roll ad (audio video)
- Thank you from the host in the video intro
- Website link in show notes/description
- Ad written, read and recorded by the host (ad copy approved by sponsor)
- Logo on website

Volume Discounts:

Minimum 5 episodes

- 10+ episodes: 10% discount
- 20+ episodes: 20% discount
- 50% deposit due at signing
- 50% balance due at the publishing
- of your first sponsored episode

Contact David Cyrus MacDonald

Email: cyrusmacd@gmail.com

Text: 902-940-5455

www.chattelfixtures.com

Chattel Fixtures
PEI Real Estate Podcast



THANK YOU,
AND WE LOOK
FORWARD TO
WORKING
WITH YOU.

Contact David Cyrus MacDonald

Email: cyrusmacd@gmail.com

Text: 902-940-5455