

All GROAN Up

SPONSORSHIP KIT

ALLGROANUP.COM
with Paul Angone



DO YOU WANT YOUR BRAND TO REACH A HIGHLY TARGETED MILLENNIAL AUDIENCE THROUGH A TRUSTED SOURCE?

Paul Angone is a leading voice to, and for, Millennials. He is an international speaker, the best-selling author of *101 Secrets For Your Twenties* and *All Groan Up: Searching for Self, Faith, and a Freaking Job!* and the creator of allgroanup.com, which has received over 4 million pageviews in 190 countries. Paul has been featured in Forbes, Chicago Tribune, Bloomberg, AARP, Business Insider, Huffington Post, etc. and as Seth Godin described Paul's work: "Like advice from a wiser, funnier, older brother...Paul's been there, done that, and wants to save you some pain and some trouble."

OVERVIEW OF ALLGROANUP.COM AND SOCIAL MEDIA REACH

- allgroanup.com has received over 4 million pageviews from 190 countries
- On average receives 80,000 - 100,000 pageviews a month
- Core demographic is 18-32 years old with at least some college education
- Over 14,000 email subscribers
- Social media reach averages 175,000 impressions a month
- The top three reasons people visit allgroanup.com is for career/work, relationship, and overall life advice

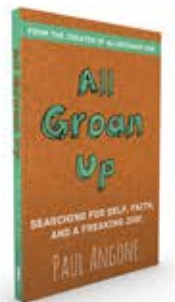


BASIC PARTNER

- Your logo showcased on allgroanup.com as a spotlight sponsor
- \$3,500 for three months

INFLUENCER SOCIAL MEDIA PARTNER

- Sharing across all of Paul Angone social media platforms per campaign goals and initiatives.
- Estimated \$3,000 per social campaign



INFLUENCER CONTENT PARTNER

- Targeted influencer marketing campaign where Paul Angone crafts custom blog content related to your brand on the allgroanup.com homepage, as well as sent directly to email subscribers. Estimated \$4,000

INFLUENCER CONTENT AND SOCIAL MEDIA PARTNER

- Custom social media sharing and custom blog creation posted on the allgroanup.com homepage, featured category pages, sent directly to email subscribers, and shared across all Paul Angone social media channels. \$5,000

INFLUENCER SOCIAL MEDIA, CONTENT, AND BRAND AMBASSADOR

- Custom social media sharing and content creation on allgroanup.com, plus sponsorship of live speaking events. \$10,000 - \$15,000 for a year long partnership



CONTACT PAUL ANGONE:
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