

Sage Pathways

Sponsorship Packages · 2026

PARTNER WITH A PLATFORM BUILT ON TRUST

Sage Pathways reaches proactive individuals and Sandwich Generation families at the exact moments they are making consequential decisions about health, finances, housing, and care. Sponsoring Sage Pathways places your organisation alongside trusted expert voices – with the audience’s full attention.

<p>TIER 1</p> <p>Community Partner</p> <p>\$500 / season</p>	<p>TIER 2</p> <p>Trusted Advisor</p> <p>\$1,500 / season</p>	<p>TIER 3</p> <p>Signature Sponsor</p> <p>\$3,500 / season</p>	<p>TIER 4</p> <p>Legacy Partner</p> <p>\$6,000 / season</p>
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To discuss a sponsorship partnership:

yoona@sagelifestyleconcierge.com

WHY SPONSOR SAGE PATHWAYS

Reach Families at the Moment of Decision

Podcast advertising works best when the audience trusts the voice delivering the message. On Sage Pathways, that trust is foundational. Our listeners turn to the show specifically because they are navigating significant life decisions — and they are actively seeking the kind of professional guidance your organisation provides.

Attentive audience

Listeners choose Sage Pathways intentionally. Sponsorship reads reach people in focused, low-distraction listening sessions.

Decision-ready listeners

Our audience is actively researching services in estate law, health, finance, and care. Your message meets genuine intent.

Enduring exposure

Episodes live permanently on major platforms. Your sponsorship mention continues working long after the season ends.

OUR AUDIENCE

Who Is Listening

Sage Pathways listeners are proactive, engaged adults navigating the intersection of longevity, family caregiving, and financial planning. They are not passive consumers — they are people who seek out expert guidance and act on it.

Proactive Planners

Adults 45–75 investing in their own longevity, financial security, and quality of life.

Sandwich Generation

Adults managing needs of aging parents while raising their own families simultaneously.

Professional Referrers

Advisors, clinicians, and coordinators who recommend trusted resources to clients.

Spotify & Apple Podcasts

All major platforms

Permanent episode archive

Evergreen sponsorship reach

Narratent Studios

Broadcast-quality production

SPONSORSHIP PACKAGES

Choose the Partnership That Fits Your Goals

Each tier is designed to deliver meaningful, sustained presence with our audience over a full production season. All packages include audio placement, directory listing, and show notes links as a foundation — with additional visibility and exclusivity as you move up.

TIER 1

Community Partner

\$500

per season

Local businesses, nonprofits & community-focused organisations

Ideal for: home care agencies, senior living communities, local wellness providers, advocacy groups

What's Included

- **Mid-roll audio mention**
30-second brand mention mid-episode, every episode of the season
- **Resource directory listing**
Your organisation listed in the Sage Pathways permanent resource directory
- **Show notes link**
Direct link to your website in every episode's show notes
- **1 social media mention**
One dedicated social post featuring your organisation during the season

LOOKING FOR MORE VISIBILITY?

Tier 2 — Trusted Advisor · \$1,500 / season

Add pre-roll reads, logo placement on episode graphics, and three social spotlight posts. Ideal for professional service firms wanting consistent branded presence.

See next page

TIER 2

Trusted Advisor

\$1,500

per season

Financial advisors, estate attorneys,
healthcare practices & legal firms

*Ideal for: wealth managers, elder law
attorneys, concierge medicine, physical
therapy & rehabilitation practices*

What's Included

- **Pre-roll + mid-roll audio reads**
Brand mention at the top and middle of every episode in the season
- **Resource directory listing**
Your organisation listed in the permanent Sage Pathways resource directory
- **Show notes link**
Direct link to your website or intake page in every episode's show notes
- **Logo on episode graphics**
Your logo featured on episode-specific promotional and social graphics
- **3 social media mentions**
Three dedicated social posts spotlighting your organisation across the season

LOOKING FOR MORE VISIBILITY?

Tier 3 — Signature Sponsor · \$3,500 / season

Unlock logo placement across all season materials, monthly social features, a featured directory listing, and one co-produced branded episode per season.

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TIER 3

Signature Sponsor

\$3,500

per season

Regional and national brands in health, finance, housing & lifestyle

Ideal for: senior living networks, national insurance providers, financial planning firms, health & wellness brands

What's Included

MOST POPULAR

- **Pre-roll + mid-roll audio reads**
Brand reads at the top and middle of every episode throughout the season
- **Logo on all season graphics**
Your logo on all episode graphics and seasonal promotional materials
- **Monthly social spotlight posts**
One dedicated social feature per month for the full duration of the season
- **Show notes + branded link**
Branded, trackable link in every episode's show notes
- **Featured directory placement**
Highlighted listing in the Sage Pathways resource directory
- **1 sponsored episode per season**
One episode per season co-produced as a branded feature with full promotional support

LOOKING FOR MORE VISIBILITY?

Tier 4 — Legacy Partner · \$6,000 / season

Our flagship tier. Two sponsored episodes, bi-weekly social features, premier directory placement, and exclusive category rights for the full season.

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TIER 4

Legacy Partner

\$6,000

per season

Anchor partners seeking flagship visibility and category exclusivity

Ideal for: institutional partners, national healthcare networks, legacy financial brands seeking category-exclusive presence

What's Included

FLAGSHIP

- **Pre-roll + mid-roll audio reads**
Brand reads at top and middle of every episode for the full season
- **Logo on all season materials**
Logo placement across all episode graphics, social templates, and season collateral
- **Bi-weekly social features**
Two dedicated social posts per month – the highest social frequency of any tier
- **Show notes + branded link**
Branded, trackable link in every episode's show notes
- **Premier directory placement**
Top-listed, highlighted placement in the Sage Pathways resource directory
- **2 sponsored episodes per season**
Two co-produced branded episodes with full promotional and distribution support
- **Exclusive category rights**
No competing organisation in your industry category may sponsor during your season

READY TO BECOME A LEGACY PARTNER?

We'd be honoured to have you with us.

yoona@sagelifestyleconcierge.com

FULL COMPARISON

Benefit Matrix at a Glance

Benefit	Community \$500	Trusted Advisor \$1,500	Signature \$3,500	Legacy \$6,000
Mid-roll audio mention	●	●	●	●
Pre-roll audio read	○	●	●	●
Show notes link	●	●	●	●
Resource directory listing	●	●	●	●
Social media mentions	1*	3*	Monthly	Bi-weekly
Logo on episode graphics	○	●	●	●
Logo on all season materials	○	○	●	●
Featured directory placement	○	○	●	●
Sponsored episode(s)	○	○	1*	2*
Category exclusivity	○	○	○	●

SPONSORSHIP POLICIES

How It Works

Season structure

A production season typically spans 6–10 episodes over approximately 12 weeks. Sponsorship is priced per season and renews at the start of each new cycle.

Audio reads

All ad reads are host-read in the Sage Pathways voice — warm, credible, and aligned with the show's tone. Scripts are reviewed and approved by the sponsor before recording.

Sponsored episodes

Sponsored episodes (Tiers 3 & 4) are co-produced conversations with a subject relevant to your organisation. They follow the same editorial standards as all Sage Pathways episodes and are not promotional segments.

Category exclusivity

Legacy Partners hold exclusive rights within their industry category for the duration of the season. Categories are defined at the time of agreement and documented in the sponsorship contract.

Renewal & availability

Sponsorship availability is limited each season. Legacy and Signature slots are offered to renewing partners first before being opened to new applications.

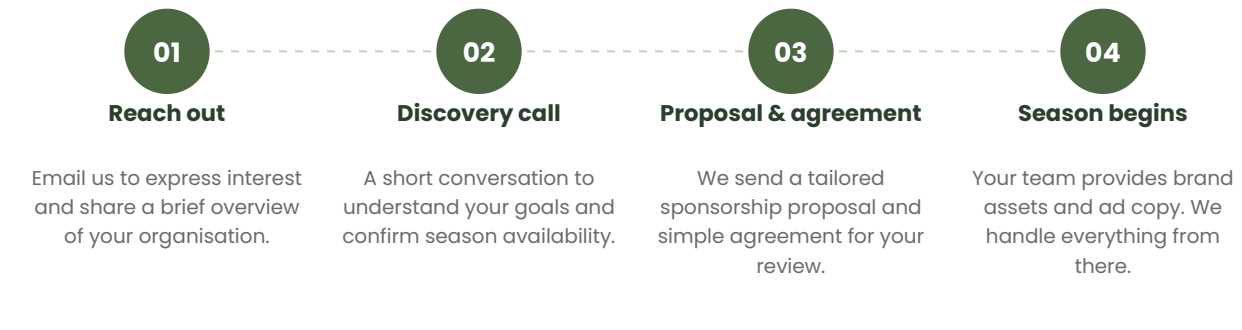
Reporting

All sponsors receive a season wrap report including episode performance, social reach for sponsored posts, and directory listing activity.

GETTING STARTED

How to Become a Sage Pathways Sponsor

We work with a limited number of sponsors each season to ensure every partnership feels intentional and well-matched to our audience. If your organisation serves the families and individuals in our community, we'd love to explore what a partnership could look like.



A NOTE ON GUEST PARTICIPATION

Sponsorship & Guest Tiers Are Separate

Sage Pathways maintains a clear distinction between editorial guest appearances and commercial sponsorships. Guest experts pay a participation fee (\$450 Corporate Spotlight or \$150 Nonprofit) to be featured as subject-matter experts. Sponsors support the show through the packages on the preceding pages. These are independent arrangements — a sponsor does not become a guest by virtue of sponsorship, and a guest does not receive sponsor benefits. This distinction protects the editorial integrity that makes the platform trusted by our audience.

READY TO PARTNER WITH SAGE PATHWAYS?

We'd be honoured to have you with us.

Reach out to begin the conversation.

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