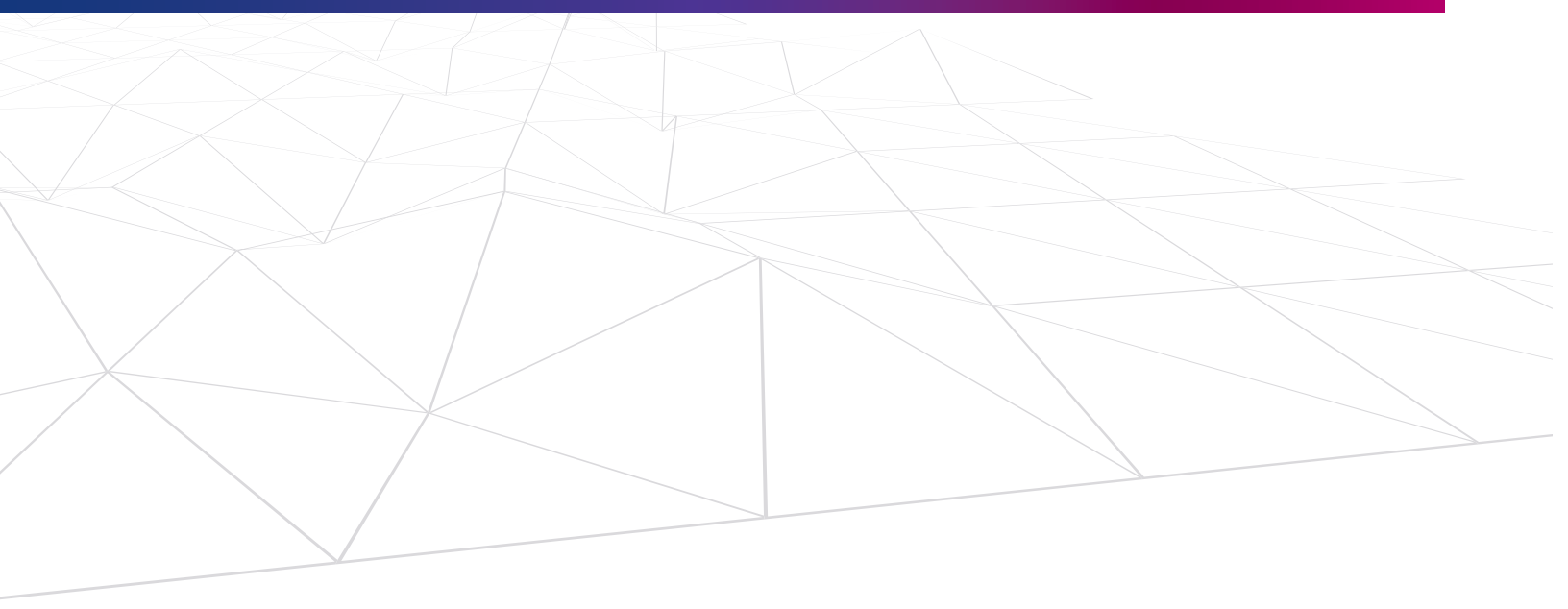




Powering Strong Communities


LOOKING FOR A NEW WAY TO GET IN FRONT OF PUBLIC POWER PROFESSIONALS?

Sponsor or host
an APPA podcast.





According to Edison Research's "The Podcast Consumer 2019," fifty-four percent of podcast consumers say they are more likely to consider the brands they hear advertised on podcasts.



With APPA, you have two options for reaching podcast consumers:

Public Power Now



Public Power Now podcast brings listeners the latest news and insights from key public power utility executives, industry knowledge experts, and APPA staff.

Sponsor Benefits

- Acknowledgment on APPA's website with your sponsored podcast
- Logo on social media promotional graphics
- Acknowledgement in promotional articles in *Public Power Current* newsletter
- Pre-roll ad (15 seconds; copy supplied by the sponsor and read by podcast host)
- Post-roll ad (15 seconds; copy supplied by the sponsor and read by podcast host)

PublicPowerX Podcast



Like APPA's popular PublicPowerX Webinar opportunity, a PublicPowerX Podcast puts your company front and center before key electric utility industry decision-makers. As a host, you will have 30-minutes to tell listeners how your products and services can improve their operations.

Host Benefits

- Acknowledgement on APPA's website with your hosted podcast
- Logo on social media promotional graphics
- Acknowledgement in promotional articles in *Public Power Current* newsletter
- Thirty-minute presentation on the topic of your choice (topic requires APPA pre-approval). Host must provide podcast recording in MP3, AAC, or WAV format with no opening or closing music
- An embed code for an episode player to post on your website

Distinguish your company as a lead supporter of public power through APPA membership

Become a standard or Elite corporate associate member to enjoy benefits that get your company in front a national network of public power decision-makers and influencers. Learn more at www.PublicPower.org/Join.

Questions about podcasts or membership?

Pamela Cowen, 202-467-2903; Membership@PublicPower.org



Sponsors/Host Commitment Form

Company Information

Please make sure your representative-in-charge handles all behind the scenes arrangements. All sponsor/host logistics information will be emailed to this person.

Representative-in-charge

Title Company

Address

City State Zip

Telephone Email

Website

Public Power Now Podcast Sponsor (One Episode)

- Elite Corporate Associate Member \$2,000
- Corporate Associate Member \$3,000
- Nonmember \$6,000

PublicPowerX Podcast Host (One Episode)

- Elite Corporate Associate Member \$3,500
- Corporate Associate Member \$4,500
- Nonmember \$9,000

Sponsor/Host Eligibility

Only entities that offer products and services to electric utilities can sponsor or host a podcast. The American Public Power Association shall have the sole right to determine the sponsor/host eligibility.

Agreement

I understand and agree to comply with these policies. I understand that contributions or gifts made to this association are not deductible as charitable contributions for federal income tax purposes. I also understand that by providing my email and contact information that I am authorizing the American Public Power Association to send information to my organization about upcoming events, programs, and services via these means.

Representative-in-charge

Title

Signature Date



Sponsors/Host Commitment Form

Payment Information

Fee is due upon commitment. All fees to be paid in U.S. funds. To qualify for the member rate, the company must be a member. Individual members cannot receive the member discount on behalf of a company that is not an APPA member.

- Enclosed is a check payable to American Public Power Association.
- Please bill me for payment (Members only). PO# (optional) _____.
- I am paying via Wire/ACH payment. Please have an Association finance employee contact me.
- Please charge my: Visa MasterCard American Express Discover

\$ Amount to charge to card Card number Exp. date

Name as it appears on card Cardholder signature

For Association use

Order ID/Event

If you're paying via credit card, Wire/ACH payment, or electing to be billed, please email Membership@PublicPower.org the completed sponsor/host commitment form.

If you're paying via check, please email Membership@PublicPower.org the completed sponsor/host commitment form and then mail a copy of it with your payment to American Public Power Association • P.O. Box 418617 • Boston, MA 02241-8617



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