

Real conversations with musicians, artists, and creatives.



The Hook Podcast

with Johni & Jess

Advertising Opportunities

What's *The Hook*

Interview-style podcast featuring:

- Musicians
- Artists
- Creatives

Focus on:

- The “hook” in their story
- The turning point in their journey

Bottom Line:

This isn't just a podcast—it's a platform for creative storytelling and connection.

Who You're Reaching

- Creatives & musicians
- Local + regional audience (RVA + beyond)
- Entrepreneurs & culture-driven consumers
- Highly engaged, passion-driven listeners

A niche audience that actually pays attention.

Why Brands Partner With *The Hook*

- Authentic host-read ads (not generic placements)
- Association with creative culture
- Multi-platform exposure:
 - Podcast
 - Social media
 - Video clips (short-form)
- Content that lives beyond one episode

What's Included



Host-read ad placements



Social media mentions & tags



Show notes with backlinks



Short-form clips (when applicable)



Website visibility (optional tiers)

Built for Ongoing Exposure

Instead of per episode, sponsorships run:
Until a download goal is reached!

Example:

- Your brand is featured across multiple episodes
- Continues until 2,500 / 5,000 / 7,500 / 10K+ downloads

More exposure. More value. Not tied to a single episode.

Advertising Packages

Premier Package

- 5,000 Downloads
- Show notes link
- 3 Social Posts
- Your Logo & Link added to The Hook [website](#) through 10K downloads

\$745

Growth Package

- 2,500 Downloads
- Show notes link
- Social Post

\$345

Starter Package

- 1,000 Downloads
- Show notes link

\$245

- Enterprise packages above 5,000 Downloads = [Contact Us](#)

Payment Options

To get started, we will need to finalize the scope of work, execute the agreement, complete the onboarding form, submit the initial payment, and schedule a kickoff meeting with your team.

Monthly plans: First payments are due when we start your package or support.

Monthly plans require a canceled check (ACH transfer) or credit card (add 3%) on file with payments auto-drafted monthly.

Pay-As-You-Go Projects: Billing occurs as projects finish. For in-progress projects, we invoice twice a month on the 1st and 16th for current services rendered. All payments are drafted net 15 days using your payment method on file.



ACH transfers (preferred method)



Check



Credit (3% fee added)

Payment Options

By signing below, you are stating you have read and agree to our standard terms and conditions on the following page.

Company: The Hook with Johni & Jess

Date: 03/26/2026

Printed Name: _____

Signature: _____

Company: _____

Date: _____

Printed Name: _____

Signature: _____

Terms & Conditions

1. Overview: Sponsorship placements on *The Hook with Johni & Jess*, produced by River City Consulting, are structured based on cumulative download milestones rather than individual episodes, with campaigns running across multiple episodes until the agreed-upon threshold (e.g., 500, 1,000, 1,500, or 2,000 downloads) is reached as measured by the Podcast's hosting and analytics platforms.

2. Deliverables: Sponsorship packages may include host-read advertisements, episode mentions, social media promotion, show notes links, and/or website or logo placement, as outlined in the selected package. All ads are host-read unless otherwise agreed, and while sponsors may provide key messaging, final content will align with the Podcast's voice and may be edited for clarity and audience fit.

3. Payment Terms: Full payment is required prior to campaign launch, is non-refundable once the campaign has begun, and no sponsorship will commence until payment is received.

4. Campaign Timing & Performance: Campaign timing is dependent on the Podcast's production schedule and audience growth, and no guarantees are made regarding specific timelines, impressions, leads, or return on investment.

5. Exclusivity & Brand Alignment: Exclusivity is not guaranteed unless explicitly stated, and River City Consulting reserves the right to accept, decline, or discontinue sponsorships that do not align with the Podcast's brand or audience.

6. Content Rights & Usage: Sponsors may share published content featuring their brand, but all podcast content remains the property of River City Consulting, and additional usage requires written approval.

7. Cancellation & Renewal: Sponsorships may not be canceled once active, though renewal opportunities may be offered at updated rates.

8. Limitation of Liability: River City Consulting shall not be held liable for indirect damages, business outcomes, or platform-related disruptions beyond its control.

9. Agreement Acceptance: By engaging in a sponsorship, the Sponsor agrees to these terms.



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johniandjess.com • 804 690 1692