

# MEDIA KIT



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## ABOUT THE STITCH TV SHOW

The Stitch TV Show is an online quilting talk show founded in August 2015 targeted towards technology-savvy quilters seeking both community and a way to expand their quilting skills. The words “friendly” and “approachable” apply to both our episodes, our quilting style, and our quilt patterns. The Stitch is co-hosted by Lynn Rinehart and Pam Cobb, who have a combined total of over 36 years of quilting experience; Lynn is also an AQS certified quilt appraiser.

Our two types of video shows are complemented by a personal audio podcast, short productivity and quilting video/photo tips on Instagram, and a detailed blog for more in-depth discussion.

## ABOUT OUR SHOWS

### Talk Shows

Video talk shows are released twice a month on Fridays, and feature a “what’s up” topic based on our recent activities, such as quilting classes or conferences we’ve attended and 2 topic discussions of our choosing. These episodes run 35-50 minutes with professional produced music and animated credits. In addition to the YouTube video, the audio is also posted as a podcast for download.

### Virtual Stitch-Ins

Personal Virtual Stitch-ins are broadcast via YouTube Live on the 2<sup>nd</sup> Friday of the month from 7-8:30pm US Eastern to increase audience engagement and showcase our current projects. Sewlebrity Soft Pants Stitch-Ins are released once a month and feature Lynn and Pam in a 15-20 minute casual interview with a “sewlebrity” in the industry about their current projects or publications and insightful interview questions.

### Podcasts

On the off-weeks from the talk show episodes, Pam’s personal podcast Hip to be a Square is released on an audio feed at [HipToBeASquarePodcast.com](http://HipToBeASquarePodcast.com). This cozy podcast recaps her current projects, book reviews, and even recipes, for an intimate discussion going on for over 6 years and nearly 300 episodes.

### REACH

AS OF MAR 2017

Monthly Pageviews:  
2,000/month

YouTube Subscribers:  
1,000+

Lifetime YouTube Views:  
50,000+

Facebook Followers:  
350

Instagram:  
540+

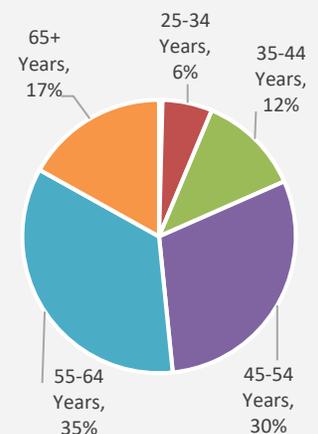
### ENGAGEMENT

Instagram:  
20%

YouTube:  
25% card click-through

### VIDEO AUDIENCE DEMOGRAPHICS

AS OF MAR 2017



Contact us at [info@thestitchtvshow.com](mailto:info@thestitchtvshow.com) to find out more about how we can work together.

# SPONSORSHIP OPPORTUNITIES

**Single Talk Show Episode Sponsorship** *\$100 per episode and in-kind promotion on your social media channels for each episode*

For a single episode, sponsorship at this level entitles you to:

- Company/product mention at beginning and end of talk show episode. This is also translated to the audio podcast version.
- Company logo on splash page at closing credits of talk show, with your provided logo file.
- Links to your company site within the talk show episode show notes on our website.
- Placement of small product item on table in front of us for duration of talk show episode (less than 8" tall and 8" wide). This item will also appear in promotional stills used on Instagram and twitter.
- Talk show episodes remain indefinitely on YouTube and our website.

**3-Month Talk Show Episode Sponsorship** *\$500 per quarter and in-kind promotion on your social media channels for each episode*

For six episodes total, sponsorship at this level entitles you to:

- Company/product mention at beginning and end of talk show episode for a 3 month period (6 episodes). This is also translated to the audio podcast version.
- Company logo on splash page at closing credits of talk show, with your provided logo file.
- Links to your company site within the talk show episode show notes on our website.
- Placement of small product item on table in front of us for duration of talk show episode (less than 8" tall and 8" wide). This item will also appear in promotional stills used on Instagram and twitter.
- Talk show episodes remain indefinitely on YouTube and our website.

**Sewlebrity Soft Pants Stitch-In Episode Sponsorship** *In kind promotion on your social media channels*

For each episode of SSPSI featuring your affiliated artists:

- Promotion on our social media channels of artist name and affiliated company when episode releases; at least 2 mentions on Instagram, twitter, and Facebook, each.
- Links to your company site within the SSPSI episode show notes on our website.
- Sewlebrity Soft Pants Stitch-In episodes remain indefinitely on YouTube and our website.

*For all sponsorship levels, we can provide social images for posting on Instagram, Twitter, Facebook, or Pinterest.*

Contact us at [info@thestitchtvshow.com](mailto:info@thestitchtvshow.com) to find out more about how we can work together.