



INSIDE
the UCC GROUP
Leadership in Action

CREATING A POWERFUL LEGACY

SPONSORSHIP PROPOSAL



**UNIVERSITY OF THE
COMMONWEALTH
CARIBBEAN**
Fostering Leadership & Innovation



**UCC REAL ESTATE
INVESTMENT
& DEVELOPMENT**
A MEMBER OF THE UCC GROUP OF COMPANIES



SPECTRUM
CAPITAL PARTNERS



RE/MAX *Elite*
Outstanding Agents. Outstanding Results

THIS PODCAST SHARES THE TRAILBLAZING JOURNEY OF THE UCC GROUP OF COMPANIES. WHICH: COMMUNICATES OUR ROLE IN THOUGHT LEADERSHIP ON NATION, REGIONAL AND GLOBAL ISSUES, ALL RELATING TO HIGHER EDUCATION, PRIVATE EQUITY, REAL ESTATE AND THE SMALL, MEDIUM AND MICRO ENTERPRISE SECTOR.



ABOUT THE UNIVERSITY

THE UNIVERSITY OF THE COMMONWEALTH CARIBBEAN HAS A WELL-DESERVED REPUTATION FOR THE PROVISION OF QUALITY-ASSURED, ACCESSIBLE HIGHER EDUCATION, DRIVEN BY INSTITUTIONAL ACCREDITATION FROM THE UNIVERSITY COUNCIL OF JAMAICA, DYNAMIC ENTREPRENEURIALISM, INTERNATIONAL UNIVERSITY PARTNERSHIPS, AND DISRUPTIVE INNOVATION, TO BUILD AND FURTHER DEVELOP JAMAICA'S LARGEST, FASTEST-GROWING, NON-AFFILIATED PRIVATE INSTITUTION OF HIGHER EDUCATION.



WHY YOU SHOULD BE A SPONSOR

- **PROMOTION OF YOUR PRODUCT/SERVICE TO A LOCAL AND GLOBAL AUDIENCE ON OUR PODCAST TO OUR WIDESPREAD AUDIENCE (OVER 60,000 PEOPLE WORLDWIDE AND GROWING)**
- **BRAND AWARENESS**
- **BRAND ASSOCIATION WITH A REPUTABLE UNIVERSITY**
- **TRAFFIC CONVERSION**
- **TARGETED AUDIENCE REACH (LOCAL & INTERNATIONAL)**
- **CONTRIBUTE TO NATION BUILDING & ECONOMIC GROWTH**
- **INCREASED CORPORATE AND SOCIAL ENGAGEMENT**

TARGET AUDIENCE

THROUGH SMART NICHE MARKETING, UCC GROUP CAN PROVIDE YOU WITH A COMPETITIVE ADVANTAGE AND ENGAGED AUDIENCE.

- UNIVERSITY-LEVEL STUDENTS
- BUSINESS PROFESSIONALS (LOCAL & INTERNATIONAL)
- ENTREPRENEURS
- PRIVATE & PUBLIC SECTOR ENTITIES
- SMEs

DISTRIBUTION

THE PODCAST IS DISTRIBUTED ON

- APPLE PODCASTS
- GOOGLE PODCASTS
- SPREAKER
- SPOTIFY
- IHEARTRADIO
- CASTBOX
- DEEZER
- PODCAST ADDICT
- PODCASHER
- JIOSAAVN
- YOUTUBE

STATISTICS

- 69% OF LISTENERS SAY THAT PODCAST ADVERTS INTRODUCED THEM TO NEW PRODUCTS OR SERVICES.
- 67% OF PODCAST LISTENERS ENJOY HEARING THE ADS, COMPARED WITH JUST 6% FOR TV AND RADIO AUDIENCES.
- PODCAST ADVERTISING YIELDS LEADS WITH A CONVERSION RATE 7 TIMES HIGHER THAN LEADS FROM REGULAR WEBSITE TRAFFIC.

NAME RECOGNITION AND BRAND LOYALTY

UCC, FOUNDED IN 2004, IS ONE OF JAMAICA'S LARGEST PRIVATELY HELD INTERNATIONALLY ACCREDITED HIGHER EDUCATIONAL INSTITUTIONS.

REACH

- OVER 15,000 UCC AND UCC ACADEMY STUDENTS AND ALUMNI
- MORE THAN 30,000 SOCIAL MEDIA FOLLOWERS
- OUR ONLINE COMMUNITY COMPRISES OF APPROXIMATELY 110,000

A professional studio microphone on a boom stand, set against a dark blue background. The microphone is the central focus, with its intricate mesh grille and various cables visible. The lighting is soft, highlighting the texture of the microphone's grille.

PODCAST SPONSORSHIP PACKAGES



ELITE

(\$250,000.00 JMD)

- 15 SECOND AD PLACEMENT ON OUR ELECTRONIC BILLBOARD (E-BOARD) AT UCC GROUP INTERSECTION OF TRAFALGAR ROAD/WORTHINGTON AVE/MUSGRAVE AVE FOR 2 WEEKS (STATS: APPROXIMATELY 2.1 MILLION COMMUTERS PER MONTH)
- MENTIONED AS TITLE SPONSOR IN ALL EPISODES IN THE SEASON FROM DATE OF AGREEMENT.
- COMPANY AD PLACEMENT (VIDEO OR STILL AD) ON OUR SOCIAL MEDIA PLATFORMS
- SOCIAL MEDIA PROMOTIONS OF SELECT PRODUCTS/SERVICES
- LISTED AS A SPONSOR ON SOCIAL PLATFORMS ON PODCAST MARKETING MATERIALS FOR 3 MONTHS
- PROMINENT COMPANY NAME AND LOGO PLACEMENT ON MARKETING MATERIALS TO INCLUDE EMAILS: SPONSORING COMPANY'S NAME, DESCRIPTION OF THE PRODUCT, SERVICES, AND ACCOMPANYING LINK. TO BE PUBLISHED IN THE MONTHS OF THE SPONSORED SHOW.

PREMIUM

(\$120,000.00 JMD)

- PREMIUM SPONSOR'S NAME WILL BE MENTIONED TWO TIMES DURING TWO PODCAST EPISODES.
- PREMIUM SPONSOR WILL RECEIVE PREMIUM AD PLACEMENTS. (2x30 SECOND ADS)
- PROMOTIONS OF SELECT PRODUCTS/SERVICES ON UCC'S SOCIAL MEDIA PLATFORM.
- BRANDING ON MARKETING MATERIALS FOR EMAIL CAMPAIGNS ON 2 SHOWS: SPONSORING COMPANY'S NAME, DESCRIPTION OF THE PRODUCT, SERVICES, AND ACCOMPANYING LINK. TO BE PUBLISHED IN THE MONTHS OF THE SPONSORED SHOW.



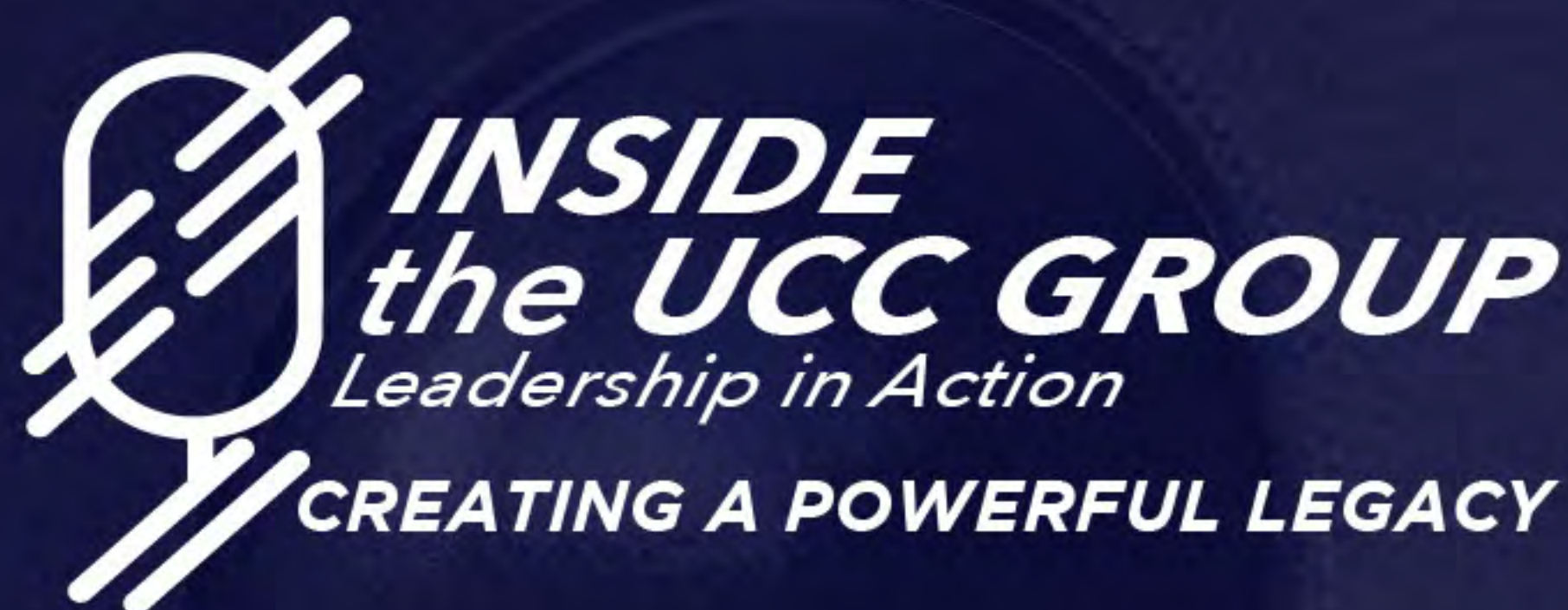
DELUXE

(\$90,000.00 JMD)

- SPONSORING COMPANY WILL BE MENTIONED ONCE ON PODCAST AS SPONSOR DURING ONE EPISODE. (15 SECOND AD)
- SOCIAL MEDIA PROMOTIONS OF SELECT PRODUCTS/SERVICES LISTED AS A SPONSOR ON SOCIAL PLATFORMS ON ALL PODCAST MARKETING MATERIALS.



**JOIN THE UCC GROUP ON OUR JOURNEY TO
CONTRIBUTE TO NATION BUILDING**



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