



NEWS

MUSIC AND ARTS LIFE

HOW I BUILT THIS LIVE

Exclusive Sponsorship of Live Event Tour

A photograph of Guy Raz, host of NPR's TED Radio Hour, speaking at a TED event. He is wearing a dark blue blazer over a grey shirt and has a small microphone clipped to his ear. He is looking slightly to the right with an engaged expression. The background is a solid red color.

HOW I BUILT THIS LIVE

Join Guy Raz, host of NPR's *TED Radio Hour* and newest podcast sensation *How I Built This*, as he interviews innovators, entrepreneurs and idealists while uncovering the stories behind how they got to where they are now.

The live, interview-based show will share a narrative journey marked by triumphs, failures, serendipity and insight. Guests include change-makers and industrialists, thought-leaders and risk-takers. Their stories will offer insight and inspiration for how to overcome challenges to build your own dream.

Photo credit: Ryan Lash



TOUR OVERVIEW & SPONSORSHIP SUMMARY

How I Built This LIVE: Tour Overview

- Five-city tour to take place in 2017 with events in top innovation cities across the U.S.
- Events will feature interviews between Guy Raz and a top entrepreneur with audience Q&A
- Target audience is business enthusiasts and entrepreneurs, and anyone seeking inspiration

Sponsorship Summary

- Events will be recorded for future podcast episodes with host-read :30 mid-rolls delivered live on stage
- Sponsorship activation can include site branding and giveaways, recognition in tour video assets, VIP reception and ticket blocks, and recognition in event promotion across platforms
- Additional opportunities to customize tour sponsorship includes scalable plan across NPR's broadcast and digital platforms

**Flexible flying available based on sponsor's campaign timeline and target markets.*





HOW I BUILT THIS: PODCAST OVERVIEW

“These are the moments Raz investigates in his new show, chapters of these entrepreneurs’ lives that are often glossed over in magazine cover stories or talk show interviews.”

Forbes, September 2016

- *How I Built This* with Guy Raz expands NPR’s business-focused podcast offering and targets an entrepreneurial, tech-savvy and professional audience
- Since its launch in September 2016, the podcast has shot to the iTunes top ten list with episodes featuring the people who made Vice, Instagram, Radio One, Spanx, Clif Bar, and Sam Adams, among others
- 3 million average monthly podcast downloads¹
- Among the top 20 most downloaded podcasts in the U.S.²



***How I Built This* Episodes**

- [Airbnb](#)
- [Instagram](#)



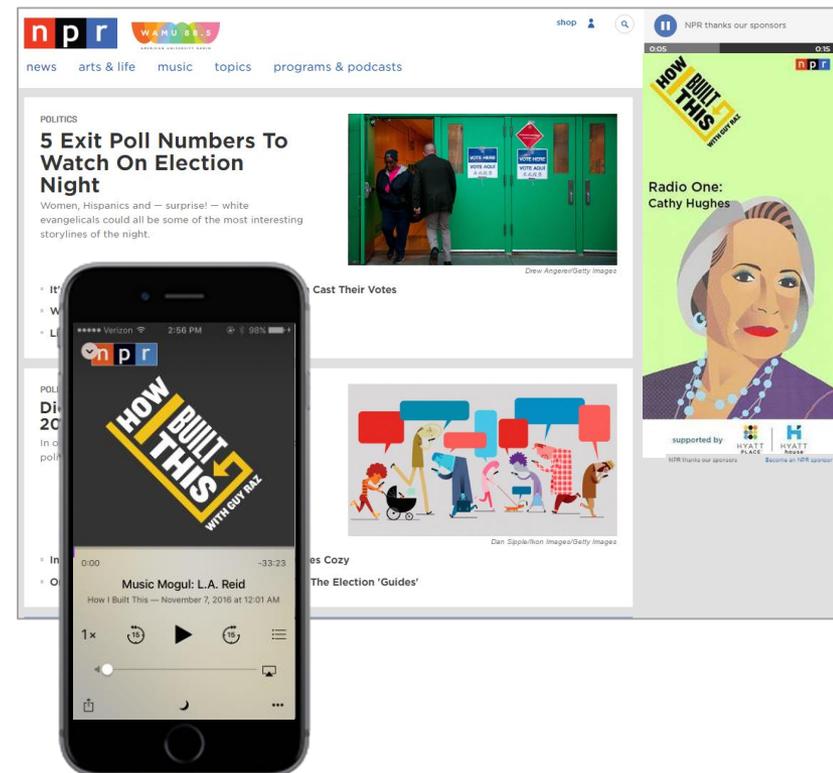
HOW I BUILT THIS: PODCAST SPONSORSHIP

NPR is the #1 podcast publisher in America, with its podcasts downloaded by 11.3M monthly unique users

Podcast Recognition included in Tour Package

- **:30 Mid-rolls:** Host-read sponsor message scheduled in episodes before and during tour
- **Podcast Halo Units:** Extend podcast sponsorship to NPR.org with custom audio promos paired with co-branded 300x600 banners inviting users to listen to *How I Built This*, and a 300x100 leave-behind with an average 0.65% CTR.²
- **Mid-roll Soundscape:** :30 mid-roll featuring Brand Soundscape. Audio will be produced by NPM, who will capture audio on location and expertly craft your brand's distinctive audio sound and story for sharing across NPR.org platforms

LISTEN TO MID-ROLL SOUNDSCAPE





REACHING THOUGHT LEADERS & CHANGE MAKERS

NPR podcast users

Plan on **starting a new business** in the next 12 months (index 114)¹

63% agree “I consider what I do for a living a **career**, not just a job” (index 116)¹

NPR listeners

Are **business owners or partners** (index 194)²

20% agree “I consider myself an **entrepreneur**”¹

43% of NPR listeners agree “**risk-taking is exciting to me**”²



NPR.org users

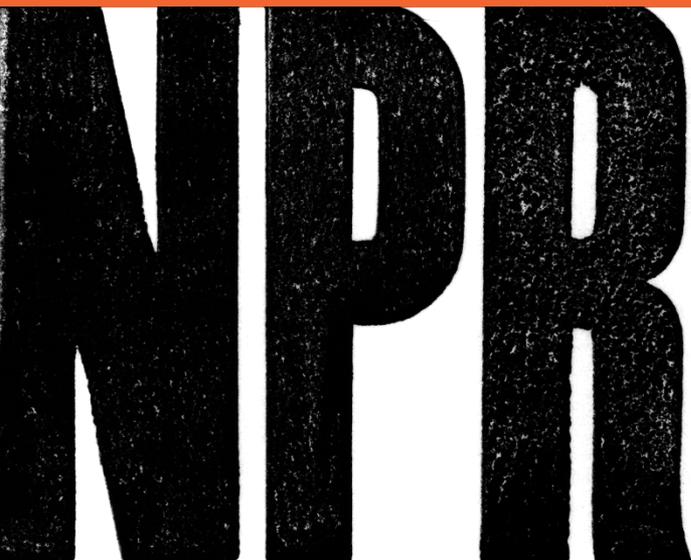
Plan on **starting a new business** in the next 12 months (index 151)¹

25% of NPR.org users agree “I consider myself an **entrepreneur**” (index 117)¹

52% of NPR.org consider themselves as **risk-takers** (index 114)¹

18% are **owners or partners** of their own business (index 110)¹

Work in **management** (VP, Director, Manager) (index 114)³



CONTACT

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