



# *Kimberly* **BENNETT SHOW**

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# **MEDIA KIT**

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# BRAND NEW EPISODES RELEASED WEEKLY

## Connecting Community, Loving People

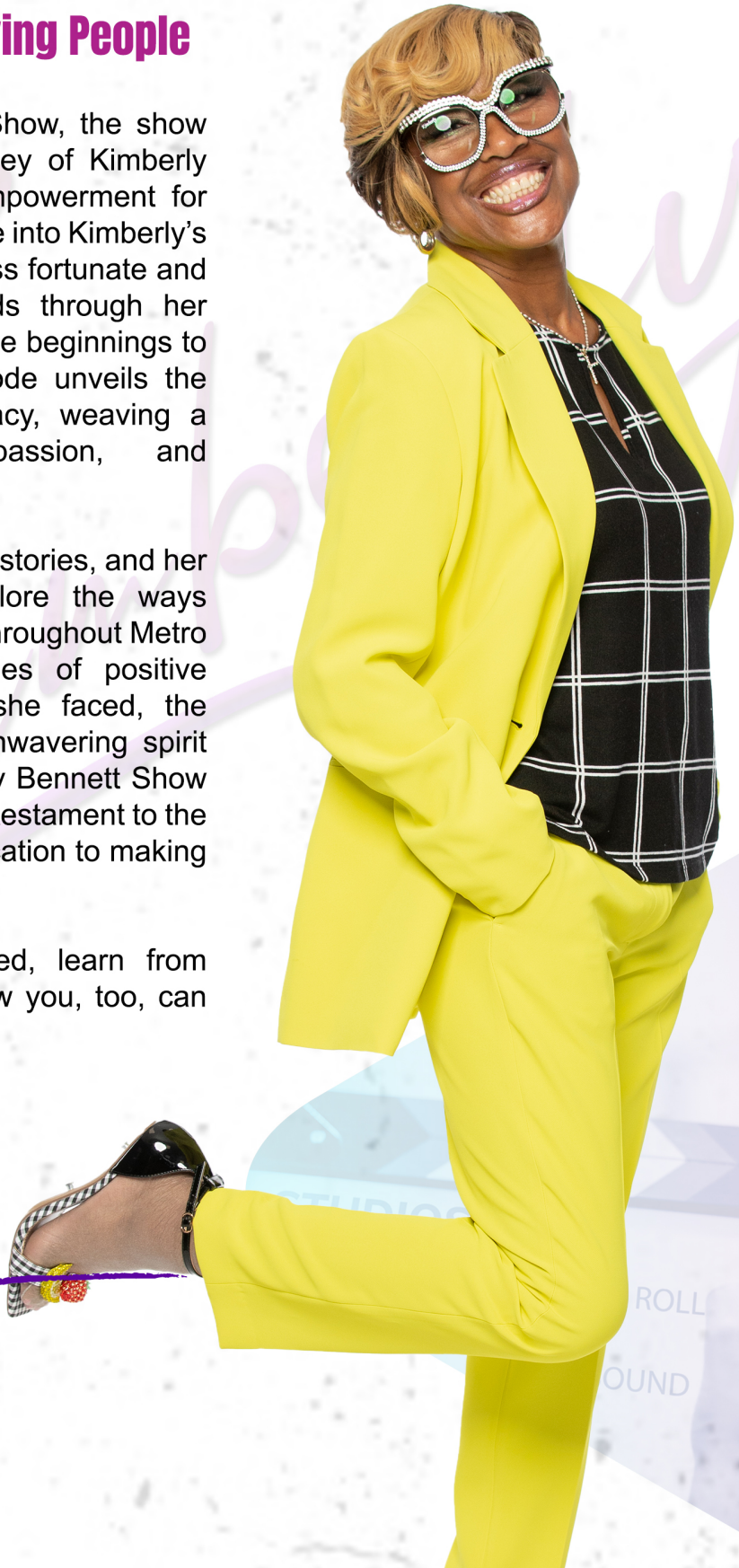
Welcome to the Kimberly Bennett Show, the show that highlights the remarkable journey of Kimberly Bennett, a beacon of hope and empowerment for over two decades. Join us as we delve into Kimberly's inspiring dedication to uplifting the less fortunate and fostering enduring community bonds through her tireless acts of kindness. From humble beginnings to monumental milestones, each episode unveils the profound impact of Kimberly's legacy, weaving a narrative of resilience, compassion, and transformative change.

Through intimate interviews, heartfelt stories, and her most impactful projects, we'll explore the ways Kimberly is touching countless lives throughout Metro Detroit and beyond, creating ripples of positive change. Discover the challenges she faced, the victories she celebrated, and the unwavering spirit that drives her mission. The Kimberly Bennett Show is more than just entertainment; it's a testament to the power of one person's love and dedication to making the world a better place.

Tune in every week to be inspired, learn from Kimberly's experiences, and see how you, too, can make a difference in your community.

Enjoy the show

*Kimberly*





# SPONSORSHIP & ADVERTISING

## COMMUNITY BUILDER

### Mention in Intro/Outro

YOUR BRAND WILL BE MENTIONED AT THE BEGINNING AND END OF EACH EPISODE AS A COMMUNITY BUILDER SPONSOR

### Logo and Link on Website:

YOUR LOGO AND A LINK TO YOUR WEBSITE WILL BE FEATURED PROMINENTLY ON THE SHOW'S HOMEPAGE.

### Social Media Shoutouts:

MONTHLY SHOUTOUTS ON ALL PODCAST SOCIAL MEDIA CHANNELS, RECOGNIZING YOUR BRAND'S SUPPORT.

### 15-Second Ad Spot:

A BRIEF, 15-SECOND AD SPOT DURING EACH EPISODE, PROMOTING YOUR BRAND OR A SPECIFIC PRODUCT/SERVICE.

**\$1,000 P/M**

## EMPOWERMENT PARTNER

### Mention in Intro/Outro

YOUR BRAND WILL BE MENTIONED AT THE BEGINNING AND END OF EACH EPISODE AS A COMMUNITY BUILDER SPONSOR

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### Social Media Shoutouts:

MONTHLY SHOUTOUTS ON ALL PODCAST SOCIAL MEDIA CHANNELS, RECOGNIZING YOUR BRAND'S SUPPORT.

### 30-Second Ad Spot:

A BRIEF, 15-SECOND AD SPOT DURING EACH EPISODE, PROMOTING YOUR BRAND OR A SPECIFIC PRODUCT/SERVICE.

### Blog Feature

INCLUSION IN THE PODCAST'S BLOG WITH A SHORT FEATURE ABOUT YOUR BRAND AND ITS MISSION.

**\$2,500 p/m**

## HUMANITY CHAMPION

### Mention in Intro/Outro

YOUR BRAND WILL BE MENTIONED AT THE BEGINNING AND END OF EACH EPISODE AS A COMMUNITY BUILDER SPONSOR

### Logo and Link on Website:

YOUR LOGO AND A LINK TO YOUR WEBSITE WILL BE FEATURED PROMINENTLY ON THE SHOW'S HOMEPAGE.

### Social Media Shoutouts:

MONTHLY SHOUTOUTS ON ALL PODCAST SOCIAL MEDIA CHANNELS, RECOGNIZING YOUR BRAND'S SUPPORT.

### 30-Second Ad Spot:

A BRIEF, 15-SECOND AD SPOT DURING EACH EPISODE, PROMOTING YOUR BRAND OR A SPECIFIC PRODUCT/SERVICE.

### Blog Feature

INCLUSION IN THE PODCAST'S BLOG WITH A SHORT FEATURE ABOUT YOUR BRAND AND ITS MISSION.

### Guest Appearance

OPPORTUNITY FOR A REPRESENTATIVE FROM YOUR BRAND TO BE A GUEST ON ONE EPISODE TO DISCUSS RELEVANT TOPICS.

**\$3,500 p/m**

**\*\*All prices are monthly. Seasonal discounts are available.\*\***



# SPONSORSHIP & ADVERTISING

## LIFETIME LEGACY BUILDER

### Everything in Previous Package

EVERYTHING IN THE HUMANITY PACKAGE  
PLUS THE BELOW

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#### Event Sponsorship

INCLUSION AS A SPONSOR IN LIVE EVENTS  
OR SPECIAL EPISODES.

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#### Customized Content Collaboration

COLLABORATION ON CUSTOMIZED CONTENT  
THAT ALIGNS WITH YOUR BRAND'S VALUES  
AND THE PODCAST'S THEMES.

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#### 90-Second Ad Spot:

A BRIEF, 90-SECOND AD SPOT DURING  
EACH EPISODE, PROMOTING YOUR BRAND  
OR A SPECIFIC PRODUCT/SERVICE.

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**\$5,000 p/m**

## TARGET MARKET WHO DO WE REACH

### Non-Profit Organization Leaders

- Interested in community development, social change, and philanthropic efforts.
- Seeking inspiration and successful strategies for impactful initiatives.

### Women's Empowerment Groups

- Members of women's professional networks and support groups.
- Looking for role models and practical advice on personal growth and leadership.

### Faith-Based Community Members

- Churchgoers and members.
- Drawn to faith-driven narratives and stories of resilience aligned with their values.

### Professional Women

- Female professionals and entrepreneurs.
- Looking for empowerment strategies and balancing personal and professional life.

**\*\*All prices are monthly.**

**Seasonal discounts are available.\*\***



# SPONSORSHIP & ADVERTISING

70%

OF MARKETERS REPORT THAT VIDEO CONTENT CONSISTENTLY DRIVES HIGHER CONVERSION RATES THAN OTHER FORMS OF CONTENT.

OF PEOPLE WATCH ONLINE VIDEOS EVERY DAY, AND VIDEO CONSUMPTION ON MOBILE DEVICES RISES BY 100% ANNUALLY.

55%

20-30%

VIDEO ADS HAVE A HIGHER RETURN ON AD SPEND (ROAS) COMPARED TO TRADITIONAL DIGITAL ADVERTISING FORMATS.

BRANDS USING VIDEO CONTENT SEE MORE WEB TRAFFIC FROM SEARCH ENGINES THAN THOSE THAT DO NOT.

41%

1,200%

VIDEOS ARE SHARED 1,200% MORE TIMES ON SOCIAL MEDIA THAN LINKS AND TEXT COMBINED.







## CONTACT INFORMATION

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