



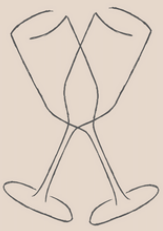
THE CONFETTI HOUR®

A PODCAST FOR WEDDING CREATIVES

— MEDIA KIT

Hosted by Renée Sabo
wedding planner // podcast host
educator for event pros // bubbly enthusiast

www.theconfettihour.com



THE CONFETTI HOUR PODCAST

Pop the bubbly and pull up a seat!



ABOUT THE SHOW

The Confetti Hour Podcast is a light-hearted space for wedding professionals to enjoy candid conversations, give unfiltered advice, and talk all things weddings.

Every episode highlights:

- Authentic and real advice to fellow wedding creatives
- Beneficial tips from event pros

You will enjoy hearing about:

- Conversations with industry leading wedding professionals
- Real stories about the highs and lows, and lessons learned along the way
- Deep dives into the perspectives of hush hush industry topics
- Insight into successful systems and processes



LISTEN NOW

WITH INSPIRING GUESTS LIKE...



Ep. 74 - 'Growing Pains, Difficult Clients and Other Stories That Go Bump in the Night' with Terrica of Terrica Inc.



Ep. 106 - 'Boundaries in Business: Tips + Strategies from a Recovering People-Pleaser' with Megan Gillikin from Weddings for Real Podcast



Ep. 109 - 'Turning Dreams into Reality: The Keys to Bringing Your Ideas to Life' with Elizabeth Sheils of Rock Paper Coin



Ep. 75 - 'Starting a Conversation About Racial Issues in the Wedding Industry' with Bron Hansboro of The Flower Guy

TARGET AUDIENCE

- Listeners range from aspiring creatives to established wedding professionals who are seeking helpful guidance and a sense of community within the industry
- Interested in hearing stories, tips and examples of how other professionals have created success

OUR REACH

- 74 Five Star Ratings + 30 Reviews
- 26,171 total downloads
- Average 500 download per episode

THE MARKET

- The wedding industry is a highly saturated market that struggles because there is no qualifying exam or required educational degree to enter the field
- Wedding Pros between the ages of 23-59
- 89.55% female // 10.5% male

DISCOVERY CHANNELS

- Apple Podcasts
- Spotify
- Google Music
- Pocketcast

REVIEWS AT A GLANCE

'If you're a vendor or creative within the wedding realm, stop what you're doing and listen to the Confetti Hour! This podcast is the perfect balance of professional insight and candid conversation, which allows listeners to walk away feeling like they have gained knowledge as well as feeling understood and less "alone" within the industry! Renee and her guests cover taboo topics and start conversations that should be had more openly, which is what I love so much about this niche podcast. Each episode is like sitting in on an incredibly awesome convo over a glass of wine. It's definitely a podcast to subscribe to!'
-AYEvents via Apple Podcasts · 02/16/2019

'As an event professional in Boston, I feel a podcast like this is way overdue and there is no one better than Renee to bring our industry together in a positive way! So excited to hear more!'
-welchlin264 via Apple Podcasts · 01/17/2019

'This podcast is a breath of fresh air! The first episode alone was full of inspirational moments (and decorative ones!). Learning more about the people and the hearts behind the vendors in the wedding industry is fun and important and I can't wait for the next episode!'

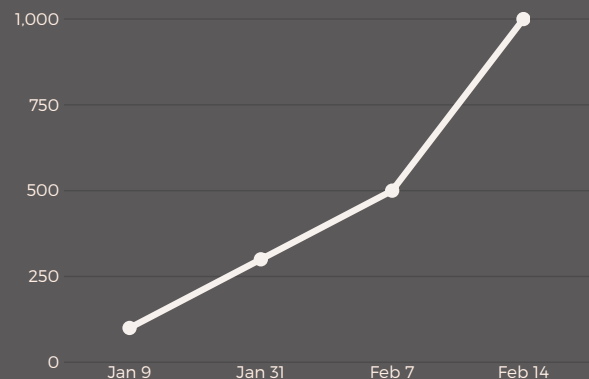
-Lynne Reznick via Apple Podcasts · 01/31/2019!

-I am so excited about this podcast! Renee is so talented, and it will be fun to get to know her and other event professionals better through this podcast. I can't wait to learn more about the event world from this behind the scenes perspective. These truly honest conversations about event professionals' experiences, both highs and lows, and how they support each other to grow through those moments is truly inspiring. Can't wait for more episodes!'

-AmyS946 via Apple Podcasts · 02/06/2019

RSS SUBSCRIBERS

RSS Subscribers are calculated using a combination of analyzing unique IP addresses accessing our RSS feed, as well as any information gathered from feed readers that are acting as proxies for multiple subscribers. The Confetti Hour Podcast has seen a growth of 1,300 RSS subscribers within its first month of launching.





THE HOST // RENÉE SABO

wedding planner // podcast host
educator for creatives // bubbly enthusiast
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MEET RENÉE

Renée is a creative business woman and award-winning wedding planner of her company, Urban Soirée. In addition to leading Urban Soirée, Renée is passionate about educating aspiring wedding professionals and cultivating community within the industry. When she's not working with couples, you can find her hosting The Confetti Hour podcast, leading one-on-one mentorships with the next generation of planners, or serving as the President of the Wedding International Professionals Association - Boston Chapter.

AUDIENCE



13.8k
followers



70,079
per month



3,312
page views

FOLLOW US // @URBAN_SOIREE

AS SEEN IN



ACCOLADES

- 2021 Top 500 U.S. Event Professionals by Biz Bash
- Best of Boston - Best Wedding Planner 2020 by Boston Magazine
- ILEA Boston's Planner of the Year, 2018-2019
- Wedding Wire's Couple's Choice Award, 2017-2020
- The Knot's 'Best of Weddings' 2020
- National Association for Catering & Events (NACE New England) - Wedding of the Year Award, 2015

EXPERTISE + EDUCATION

- 12+ years of professional experience within the industry, specializing in luxury weddings in Boston, New England & beyond
- Masters in Business Administration with focus in Entrepreneurship Studies from Suffolk University
- Bachelor of Arts and Science in Strategic Communications from The Ohio State University
- Active board member of the International Live Events Association, Boston Chapter from 2015-2019, currently serving as President Elect



THE CONFETTI HOUR PODCAST

Advertising Opportunities

WHY PODCASTS?

According to 2019 research “online audio has reached a new high in weekly time spent listening.” While social media usage has appeared to stall, podcast consumption is on an uptick, making NOW the right time to invest. (data source)

Podcast advertising gives brands a unique opportunity to reach large-scale audiences within a highly specified niche, including small business owners within the wedding industry.

Podcast consumption is an opt-in experience, resulting in a highly engaged audience who’s able to access insightful information while establishing a strong know/like/trust factor with their host.

WHY WITH US?

Sponsors of The Confetti Hour can effectively target a national audience of savvy wedding professionals, both established and newcomers, who are ready and eager to invest in their businesses.

Since launching in January, The Confetti Hour has quickly grown to 1,000+ unique listens per week, 400+ new subscribers per month, and is projected to continue a steep growth curve.

The Confetti Hour creates a space for authentic conversations that seek to bridge the divide between wedding professionals and foster community over competition. This posture of support is an important message to spread within our often segmented industry.

ADVERTISING OPTIONS

Pre-Roll Options -

(1) 30-second straight read:

\$280- one month (4 episodes)

\$560 - two months (8 episodes)

\$780 - three months (12 episodes)

*Show Note + Social Media Mentions included

Mid-Roll Options - (1) 60-second straight read:

\$325- one month (4 episodes)

\$640 - two months (8 episodes)

\$925 - three months (12 episodes)

*All Mid-Roll options include Show Notes Mentions

Full Feature Interviews:

Renée will work with your team to create a custom mini-interview or episode in The Confetti Hour style format that aligns with your brand and its message. These extras also include Full Feature Show Notes and integrations plus social media promotion on all Confetti Hour pages.

Investment: \$1250.00

Read Type:

All Ads on The Confetti Hour Podcast include a Straight Read of Client's provided AD. Renée will deliver your message to listeners in a conversational format. In addition, she will offer to incorporate a short ending of the read with her own personal experiences and recommendations of your service or product.

ARE YOU READY TO REACH
OUR INCREDIBLE COMMUNITY
OF WEDDING CREATIVES?

—

CONTACT US!

Renée Sabo

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