



***Down to Earth*** is a podcast about hope. As climate change collides with our industrial food system, we focus not on doom but instead on people who are developing practical, innovative solutions. We talk with farmers, ranchers, scientists, land managers, writers, and many others on a mission to create a world in which the food we eat is healthy—for us, for the land and water from which it springs, for the lives and livelihoods of the producers, and for the planet. [The Quivira Coaliton](#) has co-produced this podcast with [Mary Charlotte Domandi](#) and [Radio Cafe](#).

The Down to Earth Podcast is a semi-monthly production that reaches about 800-1200 listeners an episode, and is quickly growing. To date we have over 30,000 unique downloads of episodes. We have an audience that is similar to those that we interview - ranchers, farmers, scientists, people who manage land in many sizes and forms, rural and urban communities. We host an annual conference that has been drawing a large audience for more than 20 years. Our podcast features the conference speakers in the lead up to the conference and is a great time to reach a targeted group of people. Sponsorship opportunities continue for the conference itself as well as in-person exhibition tables. A six-episode sponsorship package coupled with an exhibition table at the conference is a great way to get the word out about your work.

### ***Down to Earth Publishes On***

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### ***Highlighted Episodes***

- **[PLANTING THE SEEDS OF LOCAL AGRICULTURE](#) with **Bill McDormand**.**  
Bill McDorman is executive director of the Rocky Mountain Seed Alliance in Ketchum, Idaho, and co-founder of the Seed School. We discuss the rapidly-growing seed-saving movement, and its benefits for a more sustainable and local agriculture.
- **[Saving the Gunnison Sage Grouse: Community Conservation in Action](#)**  
In Gunnison, Colorado, there is an innovative collaboration led by the [Natural Resources Conservation Service](#) and involving local conservation groups and state offices to conserve the Gunnison Sage Grouse on private and public land. The story of protecting the threatened, but not endangered, sage grouse is one of widespread community involvement to restore health to a 2.5-million-acre watershed. Using the techniques of land restoration pioneer Bill Zeedyk, they have been able to build up habitat for the sage grouse, and at the same time provide increased forage for cattle. We talk to **Nathan Seward** Terrestrial Biologist with Colorado Parks and Wildlife, and **Brett Redden** of Redden Ranches in Gunnison, Colorado.

## Single Episode Sponsorship Packages

Each episode of our podcast reaches approximately 800-1200 listeners, and our audience is quickly growing. Sponsor an episode and have your business, project or organization promoted with a 100-word ad. You write it and our host will read it on the air.

***Pre-Roll (Before the show) Sponsor                      \$100***

***Mid-Roll (Mid-episode break) Sponsor                      \$75***

***Post-Roll (At the end of the show) Sponsor                      \$50***

## Multi-Episode Sponsorship Packages

***Three Episodes                      \$275 pre-roll                      \$200 mid-roll                      \$125 post-roll***

***Six Episodes                      \$540 pre-roll                      \$380 mid-roll                      \$260 post-roll***

***Year - 24 Episodes                      \$1920 pre-roll                      \$1440 mid-roll                      \$960 post-roll***

## Back Catalog Sponsorships **\$100**

If there is a particular past episode that relates to your brand, we will permanently record and promote your brand with a live read 150 word pre-roll audio ad on any back catalog episode. Simply tell us which episode you would like to be placed on and we will stitch in the ad. Please note that your ad will be stitched in this episode spot forever.

## Multi-Platform Packages With Social Media

We reach an audience of 5000 people on our Facebook, Twitter, and Instagram pages. When the episode you are sponsoring goes live we will also promote your brand on these platforms.

***Shared on FB, T, I                      \$25 an episode***

## Packages for Promotion on Both Our Podcasts

Put your ad on Down to Earth and on Regeneration Rising. It features conversations between young agrarians and their mentors about the challenges and joys of life in agriculture. Young farmers talk to experienced mentors about everything from fixing tires to marriage to soil carbon.

***Check with us for rates***