

Upmarket Podcast Sponsorship 2026

Sustaining Sponsor: \$1,000/episode + free access to Upmarket Media for Sponsor product

Episodes

Upmarket Podcast in 2026 will consist of 50 episodes, 1 per week, excluding the weeks of Thanksgiving and Christmas. Of the 50 episodes, 12 will be *Upmarket Mastermind* episodes with our Mastermind group (Alex Coombs, Kelly Clark and Jennifer Leuck.) Approximately 15 will be *Road to PMRE* episodes, with interviews with PMRE 2026 speakers with 3 of those episodes recorded on-site in Las Vegas, including our annual *PMRE Action Item Spectacular*. (We are continuing on as the “official” podcast for PMRE through 2026.) For the *Action Item Spectacular*, a representative from HDPhotoHub will be invited to give an action item on air and briefly talk about HDPhotoHub’s services, which will serve as the sponsor’s ad on that episode. The remaining 23 episodes will be a mix of “*Classic Upmarket*” episodes, featuring Reed and Mark talking about their business and digesting industry news and trends; interviews with interesting figures in the real estate media extended universe; and, new this year, 4-7 *Upmarket on the Run* episodes, where Reed and Producer Molly Peart will travel to various locales around the U.S. and Canada to record remotely. Episodes will be posted Tuesday mornings, simultaneously on the podcast audio RSS feed and YouTube.

Each episode will be approximately 60-80 minutes. Each week 3 short clips from the episode will be posted to social media (Instagram, TikTok and YouTube Shorts.) Additional photos/memes/behind the scenes will be posted twice a week as well.

Sponsorship Benefits

Host-read Ads: Ads will be placed mid-roll, before and after the *Social Media Sidebar* segment. The Presenting Sponsor will always be the first ad, and the Sustaining Sponsors will rotate placement after that on an episode-by-episode basis.

Sponsor ads will be up to 90 seconds and can be scripted by your team to be read verbatim, or hosts can write/ad-lib ads based off of your talking points (recommended.) Per your preference, ads may also be recorded remotely and include a member of your team.

Social Media. HDPhotoHub will be tagged on all relevant social posts on all platforms and we will request collab posts when appropriate. 4 times per year we will make a reel from one of HDPhotoHub’s ads from the show and collab post.

Content day at HDPhotoHub HQ. Reed and Producer Molly will visit HDPhotoHub headquarters (or other location chosen by sponsor,) which will serve as the host location for one episode of *Upmarket on the Run*. We will also have a content day, which will encompass production of 5-10 fun TikTok style videos of Reed and Molly interacting with your team AND

production of 1 longer-form video (5-7 minutes) highlighting your business, which will be posted to our YouTube channel.

Branding. HDPhotoHub branding/swag will be visible on the permanent and remote Upmarket Studios podcast set. Sponsor branding/swag will be visible on all podcast clips posted to social media. Link and blurb about Sponsor will be included in the show notes for every episode.

Exclusivity: Upmarket will not accept sponsorship from any other direct competitor of Sponsor for the duration of the Sustaining Sponsor relationship with HDPhotoHub. NOTE: The Presenting Sponsor for Upmarket for 2026 is Fotello, which is expanding their functionality into non-editing territory. Our goal is to focus our ads for Fotello on their editing, and we have shared that with them, but we will need to touch on the other aspects of their business model too. We will do our best to keep everyone happy regarding this, and are happy to engage in conversations about this as we move forward through the year.

Giveaways. HDPhotoHub will be invited to offer a giveaway to Upmarket listeners. An HDPhotoHub representative will be invited on the show to announce the launch of the giveaway and the ultimate winner. Timing of the giveaway will be at a mutually agreed upon time by Sponsor and Upmarket.

Collaboration outside of Podcast. Upmarket Media will make itself available to participate in HDPhotoHub-produced content.