



## About On the Way Home Podcast

[On the Way Home](#) is a newly re-branded weekly podcast that invites guests and experts in the field of housing and homelessness to educate and create awareness around gaps and challenges across Canada. On the Way Home (formerly known as Out of the Blue) is built upon the existing platform that already existed with Out of the Blue and expanding it by adding in CAEH's audience of 20,000+, as well as the rest of Canada.

Not only is our audience growing, but we're adding lots of additional features to our show! Each episode will not only be available for listening, but for watching, as well. With a dedicated YouTube channel, we will be uploading a video of each live episode. 30 second video teasers will be used to promote each week's episode.

With guests like the Prime Minister of Canada and many other notable features, On the Way Home is the newly improved podcast we already know and love, but with so many more exciting components and now with a National audience.

## About Canadian Alliance to End Homelessness (CAEH)

[CAEH](#) leads a national movement of individuals, organizations, and communities to work together to end homelessness in Canada by helping to provide safe and affordable housing with the support necessary to sustain it.

CAEH believes ending homelessness across Canada is possible and with the support of generous companies, they have been able to make incredible strides in this mission. With several active initiatives, CAEH is working with agencies across Canada to educate, spread awareness, and reduce the number of people experiencing homeless.

## About Blue Door

[Blue Door](#) provides life-saving support to people who are at risk of or experiencing homelessness to attain and retain affordable housing.

With help from generous companies like yours, last year we provided:

- 34,000+ nights of safety
- 100,000+ meals
- 825+ youth, families, and men with safety and support to escape homelessness

## Become a Sponsor!

Sponsorship of the On the Way Home podcast is a unique opportunity for your business to reach a wider audience while aligning with a charity dedicated to supporting your community. CAEH and Blue Door rely on businesses like yours to prevent and end homelessness. Consider sponsoring today to bring hope and positive change to your community.

| Sponsorship Level   | Bringing it Home<br>(52 Episode Bundle) | Are We There Yet? (39 Episode Bundle) | Half-Way Home!<br>(26 Episode Bundle) | Homeward Bound<br>(13 Episode Bundle) | Start of Our Journey<br>(1 Episode Bundle) |
|---|---|---------------------------------------|---------------------------------------|---------------------------------------|--|
| <b>Cost</b>   | \$53,000                                | \$39,700                              | \$26,500                              | \$13,250                              | \$1,020                                    |
| <b>Level Recognition</b>  |   |                                       |                                       |                                       |  |
| <b>Promotion on CAEH and Blue Door's social media</b>                           | ●                                       | ●                                     | ●                                     | ●                                     | ●  |
| <b>Mentioned in the first 30 seconds of episode</b>                             | ●                                       | ●                                     | ●                                     | ●                                     | ●  |
| <b>Company Logo featured on Podcast Website</b>                                 | ●                                       | ●                                     | ●                                     | ●                                     | ●  |
| <b>Company Logo featured throughout podcast video</b>                           | ●                                       | ●                                     | ●                                     | ●                                     |  |
| <b>Sponsor Exclusivity (only mentioned category sponsor for selected weeks)</b> | ●                                       | ●                                     | ●                                     |                                       |  |
| <b>Opportunity to include promo code of product placement in video/podcast</b>  | ●                                       | ●                                     |                                       |                                       |  |

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|--|---|--|--|--|--|
| Mentioned mid-podcast (1 minute)       | ● |  |  |  |  |
| Company Name included in Press Release | ● |  |  |  |  |

## Our Audience

Since the podcast started in October 2019, the listenership has grown tenfold. As of October 2020, the podcast has reached over 46,000 listens.

## Next Steps

### 1. Confirm Your Sponsorship Level

Please call/email Meg Shanks-Marshall at Blue Door at 905-858-1015 ext. 257 or [meg.shanks-marshall@bluedoor.ca](mailto:meg.shanks-marshall@bluedoor.ca).

### 2. Email Logo

Please email Meg at [meg.shanks-marshall@bluedoor.ca](mailto:meg.shanks-marshall@bluedoor.ca) a high-quality copy of your logo.

### 3. Make a Payment (cheque or credit card)

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