

# THE **SPECIAL** REPORT WITH AREVA MARTIN

## *Become A Sponsor!*



**Reach**  
823,658K



**Program Engagement**  
80,100K



**Audience**  
242,193 followers

Stats are from Areva Martin's insights between April 20th and May 20th 2022.

Reach over half a million people across the U.S. every week!  
**The Special Report** with Areva Martin has a rapidly growing audience that is educated, diverse, actively engaged and loyal.

THE SPECIAL REPORT WITH AREVA MARTIN



ONE-ON-ONE WITH DR. NEEL SHAH



THE SPECIAL REPORT WITH AREVA MARTIN



HEALTH AND HEALING WITH DR. DEAN ORNISH



THE SPECIAL REPORT WITH AREVA MARTIN



Share the show! Start a viewing party.



Sponsorship proceeds support 501c3 The Special Needs Network Inc.



**Areva Martin, Esq.**

# AMERICA'S ADVOCATE

THE **SPECIAL** REPORT  
WITH **AREVA MARTIN**

**GOOD  
MORNING  
AMERICA**

**CNN**

**abc WORLD  
NEWS  
TONIGHT**

# Audience

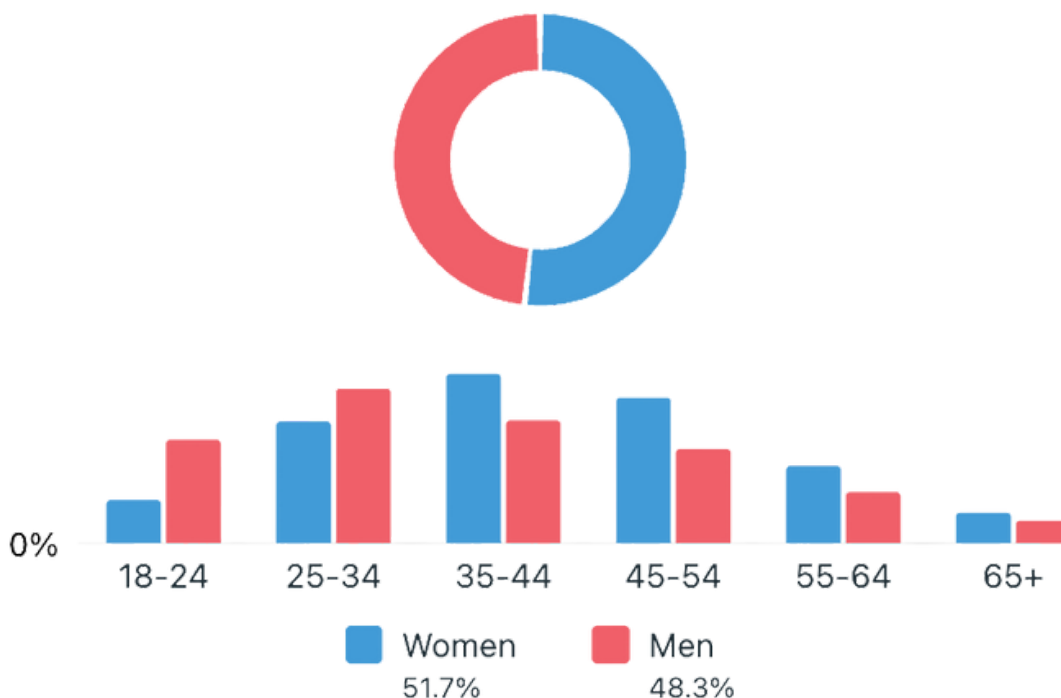
THE **SPECIAL** REPORT  
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## Who's the demographic?

51.7% of Areva's total Facebook audience are women, primarily between 35 and 54 years of age. 48.3% are men, primarily between 25 and 54 years of age.

## What does the TSR audience care about?

Health & Wellness, Current Events, Social Justice. Racial Equality, Gender Equality, Media & Entertainment.



Stats are from Areva Martin's insights between April 20th and May 20th 2022.

66% of Americans get their news from online sources including Facebook and YouTube.



73% of college-educated Internet users are on Facebook, as are 70% of people earning more than \$75k a year.

Sponsorship proceeds support 501c3 The Special Needs Network Inc.



## Social Justice Brand Alignment

The Special Report is promoted to a national audience on America's most popular online platforms: Facebook, Instagram & YouTube.

Promote your message to an educated, engaged and culturally diverse audience. All sponsorship proceeds support a 501c3 award-winning nonprofit organization that serves marginalized families and individuals with autism and special needs.

The Special Needs Network Inc.



**59%**

Of Americans expect businesses to support justice issues. Businesses who are silent are perceived as not to care.

**78%**

Of people are more likely to remember a company with a strong purpose.

**58%**

Of employees hold their employers to higher standards when it comes to addressing social justice issues.

(<https://engageforgood.com/stats/>)

All sponsorship proceeds support the Special Needs Network of L.A.





## Sponsorship Overview

### WHAT

The Special Report is a rapidly growing current affairs live stream that reaches over half a million fiercely committed followers. Fans tune in for Areva's refusal to shy away from hot-button issues and her expert guests' lively, incisive commentary.

### WHEN

Three episodes air each week, covering relevant topics that matter. The online format and aggressive production schedules allow for immediate coverage of emerging issues. The live stream promotes strong engagement during the show. The recorded show is published and promoted across platforms to continue the conversation.

### WHY

Sponsorships of The Special Report puts brands front-and-center with an audience that tunes in precisely because they know they can depend on what they see and hear.

Advertisers receive incredible value— an unmatched return on investment that advances their standing in the eyes of audiences concerned with social justice, human rights and racial equality.

Sponsorship proceeds support the work of The Special Needs Network, an award-winning nonprofit organization serving children with autism and special needs.

# Brand Placement

THE **SPECIAL** REPORT  
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10 second promotional message with native sponsor banner.



4 sponsorship banners per episode.



30 second message during Areva's Words to Live By



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## Sponsorship Package

### **Monthly \$8K**

Includes two :30 second messages per episode, five name and logo placements on announcement banners, one 1200x600 graphic before the credits. Brand promotion across Meta platforms like Instagram, Instant Articles, Facebook Stories, Newsfeed and more.

### **6 Month Sponsorship- \$17K**

Includes two :30 second messages per episode, five name and logo placements on announcement banners, one 1200x600 graphic before the credits. Brand promotion across Meta platforms like Instagram, Instant Articles, Facebook Stories, Newsfeed and more.

4 Brand endorsements per month on Areva Martin's personal pages on Facebook, Instagram & Twitter. Topics TBD.

### **Annual Commitment \$30K**

Two :30 second messages per episode, five name and logo placements on announcement banners inside of TSR, one 1200x600 graphic before the credits. Brand promotion across Meta platforms like Instagram, Instant Articles, Facebook Stories, Newsfeed and more.

4 Brand endorsements per month on Areva Martin's personal pages on Facebook, Instagram & Twitter. Topics TBD.

Two guest appearances on TSR to discuss a CSR initiative your brand is passionate about.

All sponsorship proceeds support the Special Needs Network of L.A.



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*Going beneath the headlines to  
get to the heart of what matters*

Sponsorship proceeds support the  
Special Needs Network committed to  
supporting marginalized people with  
autism and special needs.



Join the notable brands committed to supporting the  
Special Needs Network.

