

Partnership Opportunities

Launched in February 2020, Dairy Stream has seen tremendous growth in audience and listener retention. Our podcast covers topics like dairy policy, sustainability, market trends, and new technology, with 18 episodes released annually and over 41,000 lifetime downloads.

\$2,000 Partnership

- ◆ Logo on the DBA and Edge websites
- ◆ 15 second ad within 6 episodes
- ◆ Website recognition in podcast description
- ◆ Logo included in email, social media and website promotion

\$5,000 Partnership

- ◆ Logo on the DBA and Edge websites
- ◆ 30 second ad within 6 episodes
- ◆ Website recognition in podcast description
- ◆ Logo included in email, social media and website promotion

\$10,000 Partnership

- ◆ Mention in every podcast (total of 24*)
- ◆ Logo on the DBA and Edge websites
- ◆ 30 second ad within 12 episodes
- ◆ Website recognition in podcast description
- ◆ Logo included in email, social media and website promotion

\$15,000 Partnership

- ◆ Company logo on Dairy Stream cover photo
- ◆ Mention in every podcast (total of 24*)
- ◆ Logo on the DBA and Edge websites
- ◆ 3 episodes to feature company's expert
 - 30 second ad within episodes
 - Participation in the Dairy Streamlet for additional exposure
 - 10 second mention of company from host
 - Website recognition in podcast description
 - Logo included in email, social media and website promotion

**to be included in all 24 episodes, sponsorships need to be confirmed by previous year.*

DAIRY STREAM ENGAGEMENT

- » Podcast downloads | Averages over 850 downloads per month
- » Global audience | Listeners in 49 states and over 250 countries
- » Available on most podcast apps | Apple Podcasts is most popular
- » Podcast subscriber email | Over 315 opt-in subscribers
- » Expert guests | Ex. Tom Vilsack, Greg Ibach & Orion Samuelson

ONLINE PROMOTION

- » **Social media** | Presence on 2 leading dairy pages
Logo included in social media feature
Company mention and tag
- » **E-Newsletters** | Sent to 2,000 dairy farmers and professionals
Sponsorship mention



DairyStream

Brought to you by the Voice of Milk

Stay informed about the latest developments in the dairy industry, including policy, technology and innovation, sustainability, economics leadership and more. Dairy Stream provides helpful updates and insight whether you run a farm, work in the dairy business or just like to follow the industry.

What's coming up – a preview of some key dairy topics you'll hear on Dairy Stream in 2026!

**Federal dairy
policy outlook
for the year**

**AI
technology
for farmers**

**Succession
planning tips**

**Dairy
economics and
market outlook**

**Farmer
spotlight
stories**

BE THE FIRST TO KNOW!

Subscribe to the Dairy Stream email list and get notified when new episodes are released.

