

SPONSORSHIP PARTNERSHIP OPPORTUNITY

THE PEOPLE PLAYBOOK

with Coach Cora

Where Business Leaders Find Their Playbook

 930AM THE ANSWER

KLUP | SAN ANTONIO

Saturdays at 2 PM • Radio • Podcast • CoachCora.com

930 AM
THE ANSWER
BREAKING NEWS • STIMULATING TALK





ABOUT THE SHOW

The People Playbook

with Coach Cora

Where Business Leaders Find Their Playbook

Each Saturday at 2 PM, The People Playbook delivers real conversations about the #1 challenge every business owner faces — people. Hosted by Cora Lonning, a certified organizational development consultant with decades of B2B leadership experience, the show educates and elevates the leaders who run San Antonio's businesses.

AIRS

SAT 2 PM

STATION

930AM KLUP

SINCE

JAN 2025

AVAILABLE ON:

 930AM Live Radio

 Spotify

 Apple Podcasts

 CoachCora.com

+ All Major Podcast Platforms

Decision Makers Who Control the Budget

The People Playbook speaks directly to the professionals who make purchasing decisions for their organizations.



Business Owners

SMB owners who hire, develop
& manage teams every day



C-Suite & VPs

Senior executives managing
culture & organizational strategy



HR Leaders

Directors seeking expert tools,
assessments & frameworks



Team Managers

Mid-level leaders building
high-performing teams



Entrepreneurs

Growth-stage founders scaling
their people operations



Consultants

Professionals who refer services
to corporate clients

WHY BECOME A SPONSOR?

Your Brand. Their Trusted Playbook.

Sponsoring The People Playbook puts your business in front of the exact decision makers you want to reach — every single week, across multiple platforms, through a voice they already trust.

01

Reach Your Ideal Customer

Business owners, executives, and HR directors are not scrolling social media — they are listening to expert voices like Coach Cora. Your sponsorship puts your brand directly in their ears every Saturday.

02

Borrow the Trust She Has Built

Coach Cora's listeners tune in because they trust her expertise. When she mentions your business, that trust transfers to your brand — something paid ads simply cannot replicate.

03

Show Up on Every Platform

One sponsorship works across live radio, Spotify, Apple Podcasts, CoachCora.com, and social media simultaneously — giving your brand ongoing visibility far beyond a single broadcast.

04

Your Investment Keeps Working

Every episode lives online forever. One sponsorship. Endless impressions. No expiration date.

Choose the Partnership That Fits Your Goals

★ MOST POPULAR

SUPPORTING SPONSOR

\$200

/ month

- ✓ Verbal Plug every episode
- ✓ Business listing in all show notes
- ✓ Distribution across podcast platforms
- ✓ Monthly Salem Media reach report

FEATURED SPONSOR

\$500

/ month

- ✓ Everything in Supporting
- ✓ 30-second commercial during program
- ✓ Social media recognition
- ✓ Logo on CoachCora.com
- ✓ Episode co-branded graphics

PREMIER SPONSOR

\$1,000

/ month

- ✓ Everything in Featured
- ✓ 60-second commercial during program
- ✓ Quarterly guest feature*
- ✓ 30 15-second promos prior to guest feature
- ✓ Cross-platform promotion
- ✓ Priority placement

*Guest feature available quarterly with Premier Sponsorship

LET'S START THE CONVERSATION

Ready to Become a People Playbook Partner?

Sponsorship opportunities are limited to preserve the quality of every partnership and ensure every sponsor receives meaningful, genuine audience exposure.

COACH CORA

Cora Lonning | CCL Ventures, LLC

cora@coachcora.com

www.coachcora.com

LinkedIn: [/in/coachcora](https://www.linkedin.com/company/coachcora)

SALEM MEDIA GROUP

Nina Labbe | Media Strategist

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YES! I WANT TO BECOME A PEOPLE PLAYBOOK SPONSOR!

Complete this form and return it to get started.

SELECT YOUR SPONSORSHIP TIER

☐

Supporting Sponsor

\$200 / month

Verbal mention + show notes + reach report

☐

Featured Sponsor ★ Most Popular

\$500 / month

30-sec commercial + social + logo on site

☐

Premier Sponsor

\$1,000 / month

60-sec commercial + guest feature + priority

SELECT YOUR AGREEMENT LENGTH

☐

3-Month Agreement

Flexible starter commitment

☐

6-Month Agreement

Best for brand consistency

☐

12-Month Agreement

Maximum reach & best value

BEST VALUE

AGREEMENT

Agreed By:

Business Name:

Date:

Sponsorship Start Date:

All payments payable to Cora Lonning