



BOOST YOUR BRAND

WITH CARING SUPPORT



**CARING
SUPPORT**

MARKETING OPTIONS TO BOOST YOUR BRAND

At Caring Support, we want to support your efforts as much as possible. That is why we have put together some additional options that you can take advantage of to **boost your brand** through our marketing efforts.

We have **Ongoing Sponsorship Opportunity options** which are longer term commitments, and we have **Marketing Booster Opportunity options** which are shorter term.

ONGOING SPONSORSHIP OPPORTUNITIES

On the Caring Support website, there are multiple sponsorship placement options up for grabs. If you are looking for a **long term brand placement opportunity**, these options are for you.

All Ongoing Sponsorship Opportunities come with a 6-month term minimum commitment.

MARKETING BOOSTER OPPORTUNITIES

These options are either shorter term or one-time marketing options for boosting your brand through our audience.

Take a look through this package to determine if any of the options are of interest to you and suit your needs.

If you are interested in multiple options, bundle pricing can be discussed.



ONGOING SPONSORSHIP OPPORTUNITIES

PODCAST SPONSOR

Become the main sponsor of the Caring Support Podcast! We release new podcast episodes 3-4+ times per month. Every episode is posted to every major podcast outlet, our Youtube channel, and shared to our website and social media.



What You Get:

- **Podcast Shoutouts** - On each episode of the Caring Support Podcast, we will give you a brief shoutout to our listeners.
- **Your Logo on Podcast Images** - Your logo will be visible on each podcast image.
- **Text Shoutout in Description** - Your name will appear in the descriptions of our podcast episodes and YouTube videos of episodes.

This Could Be You!



< ALL EPISODES



Wednesday Nov 23, 2022

What Resources Are Available for PSWs in Ontario? Miranda Ferrier from OPSWA Has the Answer

♥ Likes

📄 Download 99

🔗 Share



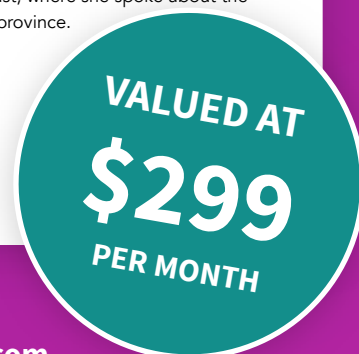
Union and collaboration make all the difference in any profession, but especially in healthcare, and no other group benefits more from sticking together than personal support workers (PSWs), who play such an integral role in the healthcare sector in Ontario and across the country. With that in mind, we recently had Miranda Ferrier, CEO and Provincial President of the Ontario Personal Support Worker Association (OPSWA), as a guest on the Caring Support Podcast, where she spoke about the resources and opportunities available for those who join the organization and their vision for the future of the PSW profession in the province.

The Caring Support Podcast is proudly sponsored by: **Your Company Name Here**

Season 1 Episode 40



1 sponsorship spot available



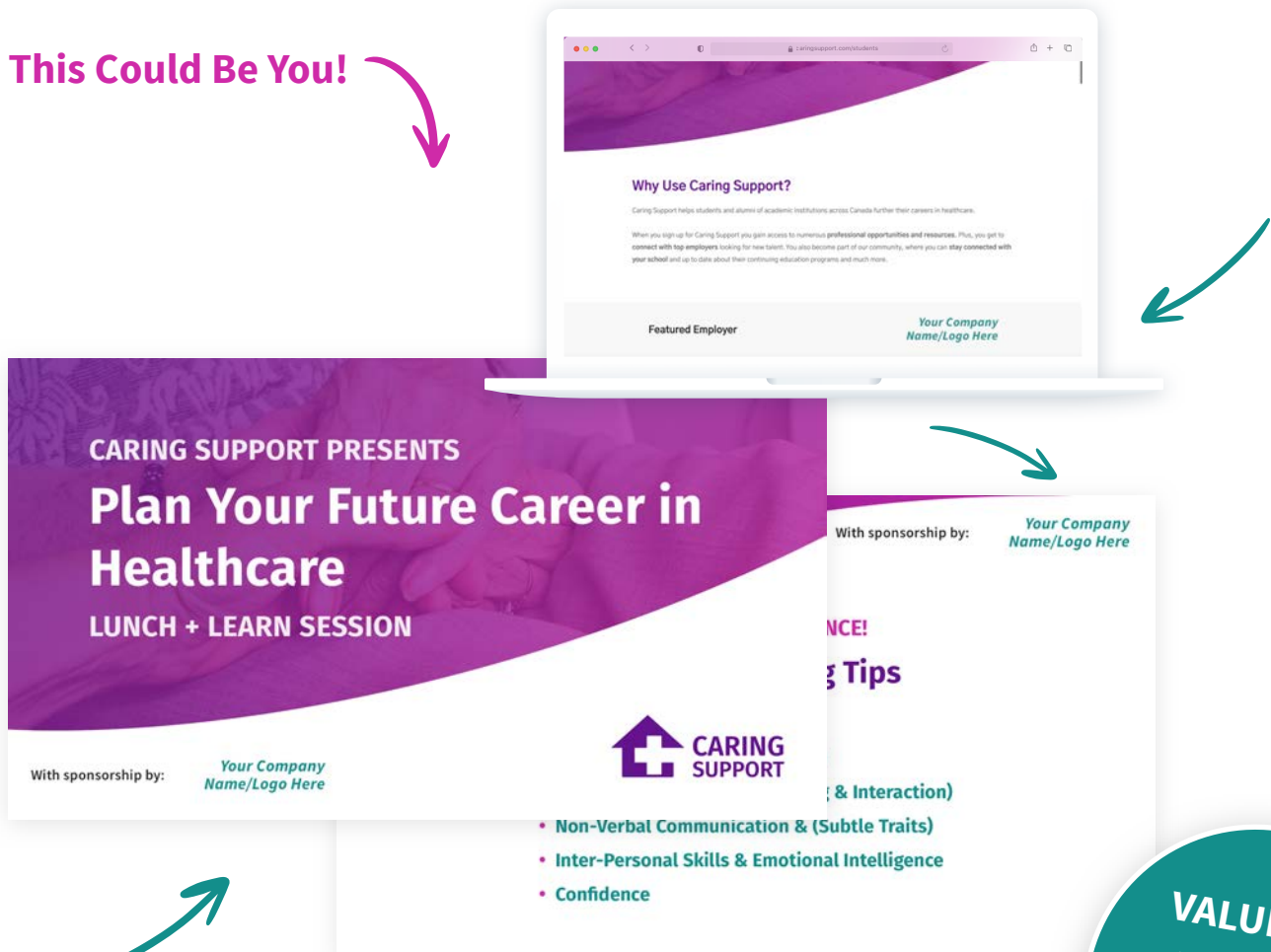
STUDENT-TARGETTED SPONSOR

One of our main avenues of candidate acquisition is upcoming graduates! We offer bi-weekly Lunch + Learn sessions for students in healthcare, providing them interview tips, networking tips, and how to effectively use the Caring Support platform to find their job once they graduate.

Your Logo Would Appear on:

- **Lunch + Learn Session Material** - During our Lunch + Learn sessions, attendees will see your logo on the presented material.
- **Student Landing Page** - Your logo will be featured on our For Students webpage.

This Could Be You!



3 sponsorship spots available

VALUED AT
\$299
PER MONTH

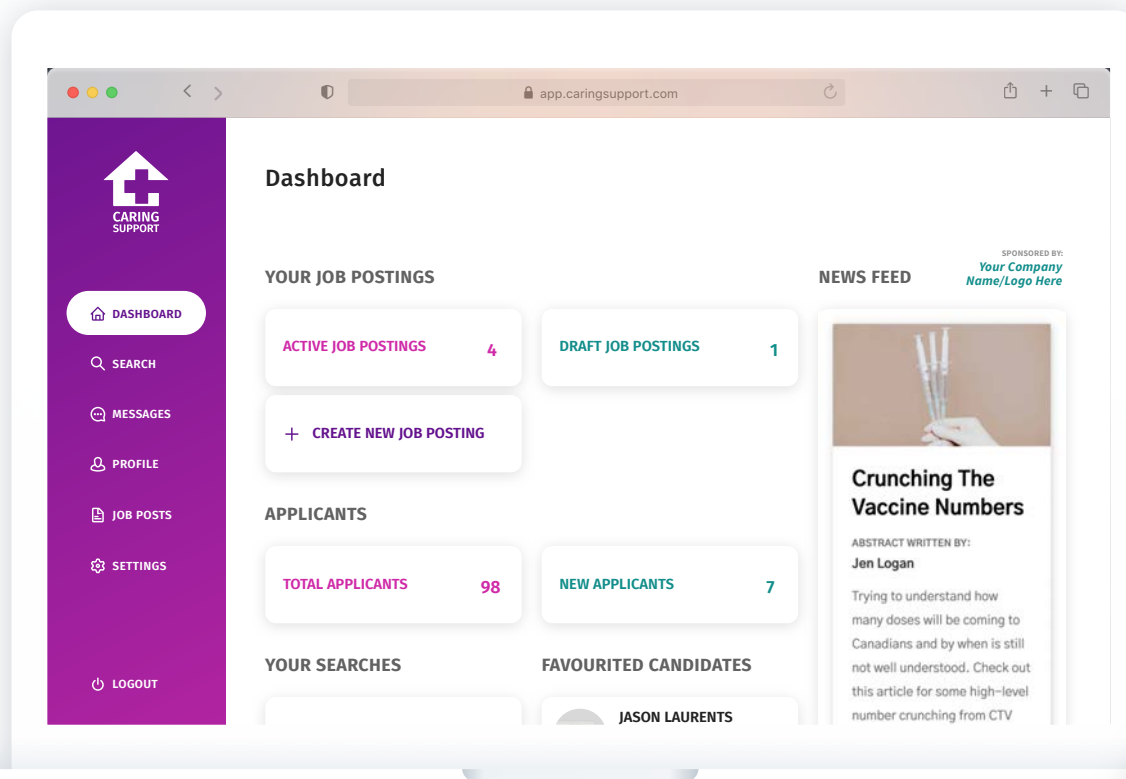
NEWS FEED SPONSOR

Want to have your company's name on the Dashboard of every Caring Support candidate? You can be the proud sponsor of our News Feed! Every time a candidate or healthcare organization logs into their Caring Support account, they will see your logo right away.

What You Get:

- **Your Logo on our New Feed** - Your logo would appear at the top of our New Feed, which is shown on the Dashboard of every member of the Caring Support Platform.

This Could Be You!



1 sponsorship spot available



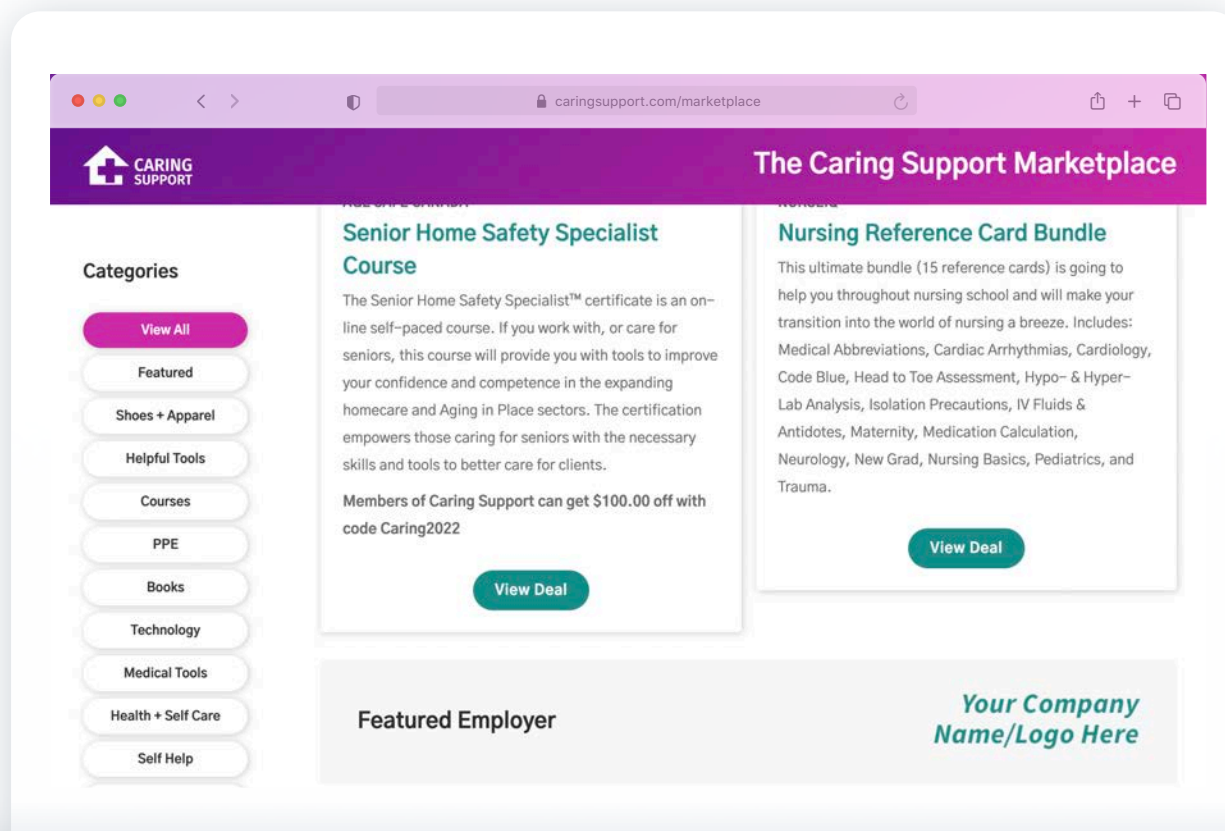


MARKETING BOOSTER OPPORTUNITIES

MARKETPLACE BANNER FEATURE

Have your own banner ad in the Caring Support Marketplace. You can choose to be on the main page or on individual category pages. The Marketplace can be found on our website and within the platform.

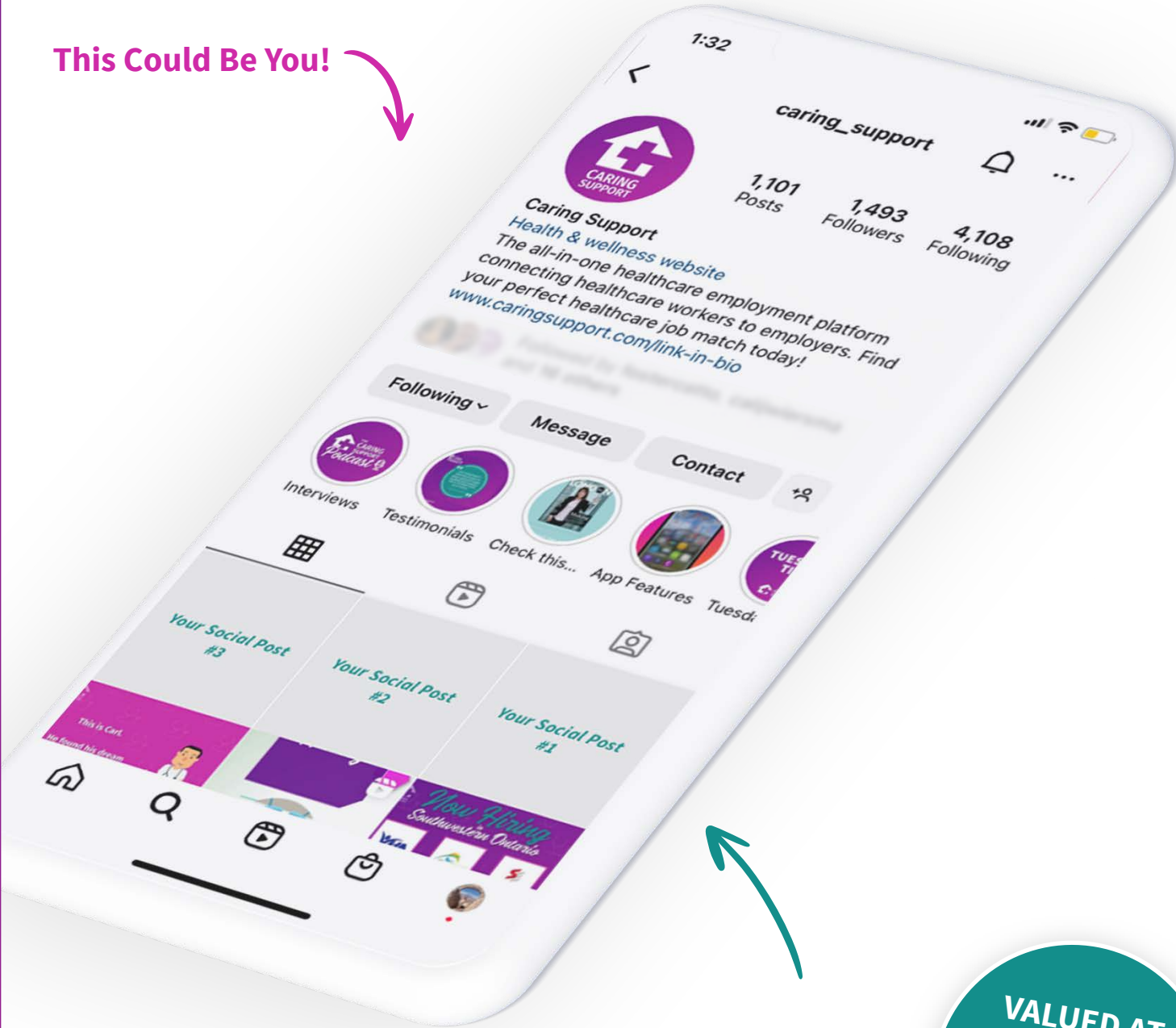
This Could Be You!



3-DAY SOCIAL TAKEOVER

Do you have 3 days of social posts that you would like to share on our social media platforms? Let us share your posts with our network!

This Could Be You!



VALUED AT
\$199

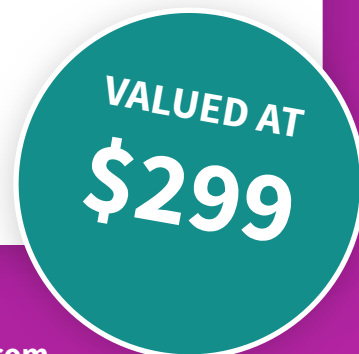
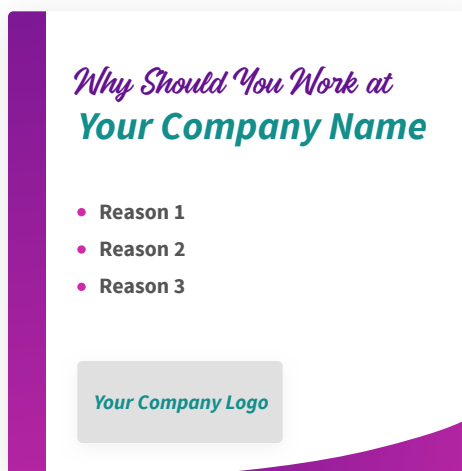
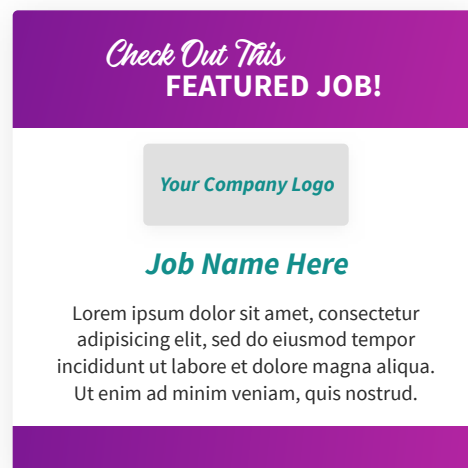
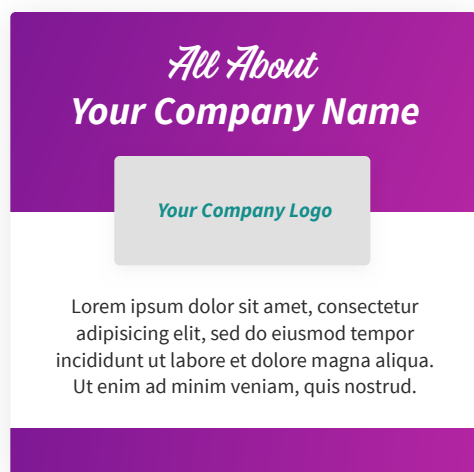
CUSTOM CURATED SOCIAL POSTS (3-POSTS)

Don't have pre-created social posts for us to share? Don't worry! We will create custom social posts all about you and why candidates should work for you!

What You Get:

- **Post #1** - All About *Your Company Name*
- **Post #2** - Why Work for *Your Company Name*
- **Post #3** - Highlighted Job Post

This Could Be You!



HIGHLIGHTED JOB POSTING SOCIAL FEATURE

If you have a job posting that you would like boosted, we are happy to create a social post to share on our social media channels to promote the job posting.

This Could Be You!



Check Out This
FEATURED JOB!

Your Company Logo

Job Name Here

Lorem ipsum dolor sit amet, consectetur
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VALUED AT
\$99

PODCAST INTERVIEW + BLOG

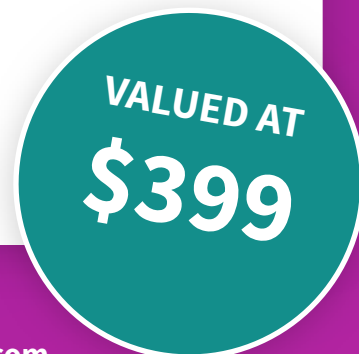
Would you like to be a guest on the Caring Support Podcast in order to talk about why your company is a great place to work? We would love to have you as a guest!

We will have a meeting with you prior to the podcast interview to discuss the topic(s) covered. Our team will create interview questions and send them to you for review. The podcast recording will be a virtual video Teams meeting that will be posted to our podcast channel, to YouTube, and short clips will be posted to our social media. We will also write and post a blog article to our website and to our social.

What You Get:

- **Youtube Video** - The full video interview will be posted to our YouTube channel.
- **Podcast Episode** - The audio will be shared as an episode of our podcast, *The Caring Support Podcast*, which can be found on any podcast platform.
- **Blog Post** - A blog post will be created, based on the interview, with the YouTube video embedded within and a link to the podcast included. Link to your website can be included.
- **Social Post** - A social post with blog link, YouTube link, and podcast link will be shared to our social platforms including Instagram, Facebook, and LinkedIn.

This Could Be You!



WHY CHOOSE CARING SUPPORT TO BOOST YOUR BRAND

Some Quick Stats

of Candidates on the Platform

We ended 2022 with over 15,000+ candidates registered on the platform. We expect to triple this amount in 2023.

Lunch + Learn Sessions

Our Lunch + Learn sessions attract over 300 attendees per session. We expect a 17-25% projected growth month over month.

Podcast Views in 2022

The Caring Support Podcast gets posted to Spotify, Apple Podcasts, Google Podcasts, YouTube, and all other major podcast outlets. In 2022, we released 43 episodes with each episode getting over 200 plays. We project that we will more than double the number of plays in 2023.

Marketplace Views in 2022

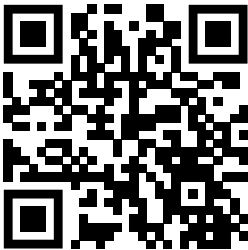
The Caring Support Marketplace can be viewed from both our main website and from within the Caring Support Platform. In 2022, we received over 1,000 views per month to the Marketplace, with an expected growth of 300% over the next year.

CHECK OUT OUR SOCIAL MEDIA CHANNELS



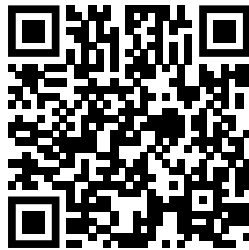
Instagram

@caring_support



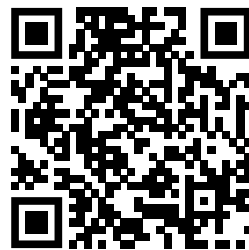
Facebook

@caringsupportplatform



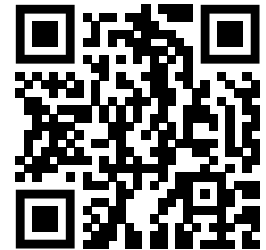
LinkedIn

@caring-support-platform



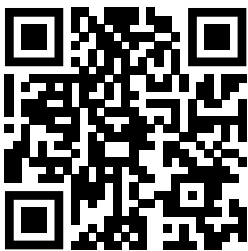
TikTok

@caringsupport



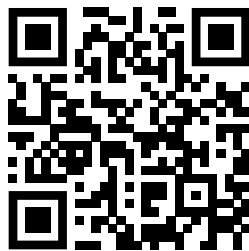
Twitter

@caring_support_



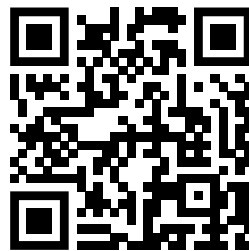
Pinterest

@caringsupport



YouTube

@@caringsupport



Spotify

The Caring Support Podcast

