

"Ganas: Leading from the Heart" is a podcast designed to inspire today's youth through unique views and perspectives on life. "Ganas" (which translates to "desire") is recorded live from the family garage of Jose Gil and Eva Silva, co-founders of Gil Basketball Academy, building confidence and character in a membership that exceeds 450 local kids ages 4 to 17. The East Salinas nonprofit works to empower youth by developing their athletic skills, leadership, work ethic, world view, and enhancing their commitment to the community. Twice monthly, "Ganas" interviews top professional and collegiate athletes, but also inspirational members of the community. Doctors, lawyers, educators, pastors — many of them people of color who have overcome adversity — share life stories through the podcast.




GANAS

LEADING FROM THE HEART

SPONSORSHIP OPPORTUNITIES

"GANAS: LEADING FROM THE HEART"

Launch date: Sept. 14, 2020

Guest highlights: David Estrada (professional soccer player); Jerome Williams (former NBA star); Gloria Sanchez (medical director, Harbor UCLA); Francisco Silva (General Counsel, California Medical Association)

How to listen: Past episodes available on Apple, Spotify, YouTube or through the GBA website at www.gilbasketballacademy.com

SINGLE EPISODE SPONSORSHIP PACKAGES

Each episode of "Ganas" reaches approximately Audience 51 Monthly Listeners. 722 Total Plays, and our audience is quickly growing. Sponsor an episode and have your business, project or organization promoted with a 100-word ad. You write it and our host will read it on the air.

- Pre-Roll (Before the show) Sponsor - \$100
- Mid-Roll (episode break) Sponsor - \$75
- Post-Roll (end of the show) Sponsor - \$50

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- Three Episodes: \$275 (pre-roll); \$200 (mid-roll); \$125 post-roll
- Six Episodes: \$540 (pre-roll); \$380 (mid-roll); \$260 post-roll
- Year 24 Episodes: \$1,920 (pre-roll); \$1,440 (mid-roll); \$960 post-roll

BACK CATALOG SPONSORSHIPS - \$100

If there is a particular past episode that relates to your brand, we will permanently record and promote your brand with a 150-word, pre-roll audio ad on any back catalog episode. Simply tell us which episode you would like to sponsor and we will stitch in the ad. Please note that your ad will be attached to this episode forever.

MULTI-PLATFORM PACKAGES WITH SOCIAL MEDIA

We reach an audience of more than 3,000 people on our Facebook, Twitter and Instagram pages. When your sponsored episode goes live, we will promote your brand on these platforms. Shared on Gil Basketball Academy social media: \$25 an episode

2021

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