



Become Part of the Official Podcast For NTDC 2025

NTDC 2025 now has an official year-long podcast. Produced in a collaboration between ATA and PodWheels.com, "NTDC 2025: The Road To Minneapolis" began releasing weekly episodes in January and the show plans to release 80 or more episodes over the course of the year.

Hosted by PodWheels Executive Producer Greg Thompson with contributions from Transport Topics Senior Reporter Eugene Mulero, the podcast shares long-form interviews with state champions, event organizers and past champions as well as other special features. The podcast will have onsite releases from NTDC 2025 in August, and producers will also be recording content onsite at the nationals for use after the event as part of its run through the end of the year.

With more than 140 audio-only episodes released since 2022, the NTDC Podcast has a loyal audience and strong following within the NTDC Community. In 2025, the episode releases will be shared across multiple social media channels, including the official ATA social media feeds. **Video Releases:** NTDC 2025: The Road To Minneapolis will be producing at least 30 Video Podcast editions, including exclusive content that will be shared through a YouTube feed and a Special Section of PodWheels.com.

PLATINUM PRESENTING SPONSOR: \$30,000 (One Spot Available)

Platinum Sponsor Benefits Include

- **Audio Ads** on all releases of the NTDC 2025 Podcast
- **Video Ads** on the 30 planned Video Podcast releases
- **Digital Display** ads across the PodWheels.com website, including on the home page of PodWheels.com
- **First Sponsor** listed in podcast show notes, which will include a link to your company's website
- **Estimated 10,000** online impressions during 2025

GOLD SPONSOR: \$15,000 (2 Spots Available)

Gold Sponsor Benefits Include

- **Audio Ads** and listing as Featured Sponsor on 25 episodes with multiple ads airing during each show
- **Video Ads** on five of the planned Video Podcast releases
- **Digital Display** ads across the PodWheels.com website
- **Sponsor Listing** in podcast show notes, which will include a link to your company's website
- **Estimated 5,000** online impressions during 2025

SILVER SPONSOR: \$7,500 (4 Spots Available)

Silver Sponsor Benefits Include

- **Audio Ads** and listing as Friend of the Show on 12 episodes with multiple ads airing during each episode
- **Video Ads** on five episodes of the planned Video Podcast releases
- **Digital Display** ads to appear across the PodWheels.com website
- **Sponsor Listing** in podcast show notes, which will include a link to your company's website
- **Estimated 5,000** online impressions in 2025

BRONZE SPONSOR: \$4,000 (3 Spots Available)

Bronze Sponsor Benefits Include

- **Video Ads** as Friend of The Podcast on 10 episodes of the planned Video Podcast releases
- **Audio Ads** and listing as Friend of the Show on 5 episodes with multiple ads airing during that episode
- **Digital Display** ads to appear within the PodWheels.com coverage of NTDC 2025
- **Sponsor Listing** in podcast show notes, which will include a link to your company's website
- **Estimated 2,500** online impressions in 2025

Program Supported by Social Media & Online Promotion

The Platinum, Gold & Silver Sponsors will be noted in social media posts for the episodes that they are sponsoring. All Sponsors Levels will benefit from the paid online promotion that PodWheels has planned to utilize in supporting the audio and video podcasts.

Learn More: Contact Greg Thompson greg@podwheels.com • 423-240-7949