



## the podcast

*snort & cackle* is a weekly podcast focused on the stories of everyday magic and ritual in the lives of its guests. while not every guest explicitly identifies as “a witch,” topics of conversation are decidedly magical as we share stories around divination and tarot practices, indigenous wisdom, ancestral connection, spirit talk, and more. from topics as heavy as post-religious trauma, colonialism, and white supremacy to the at-times-whimsical answers to the question “what do you wish you’d been told about magic when you were younger?”, guests share how ritual impacts both their personal and professional lives. episodes are typically longer-form and with minor editing to share deep conversation and many cackles along the way.

ash alberg is a fibre witch and hedgewitch who helps fellow fibre witches connect, create, and get confident. by profession, ash is a knitwear designer and natural dyer operating out of treaty one territory in central canada. by life, ash is a fibre witch, hedgewitch, queer femme, and parent to the resident coven pooch, willow. they are a triple-fire sign with venus in pisces, so you can trust them to skip the small talk and get right into the deep conversations that explore the inspirations and motivations of their interview guests. ash is a lifelong collector of stories and forever adventurer of the heart. they are also nosy af and a lover of tangents. ash’s ancestral roots remain in similar bioregions to their current home, hailing primarily from the scottish isles and eastern europe. they feel most at home among the birch trees and a body of water.

## the host

# the numbers

- 13 episodes per season (1 intro episode, 11 guest interviews, and 1 book review episode for the #SnortAndCackleBookClub)
- 4 seasons per year (released alongside imbolc, beltane, lughnasadh, and samhain)
- 37% of listeners via apple, 17% via spotify, and available via 22 different streaming services
  - 100% hosted via dedicated webpages at snortandcackle.com and distributed via libsyn (formerly liberated syndication)
- 15 countries on 5 different continents as of mid-season 2 for listener distribution
- 12,000+ weekly advertising reach via snort & cackle and host ash alberg's social media and marketing channels

# the sponsorship levels

## level 1 (goal: accessibility)

investment: \$200 CAD/episode

what it covers: the cost of transcribing one full episode of snort & cackle. we strive to increase accessibility of the podcast as much as possible, and this includes providing downloadable written transcripts for every episode. transcripts are provided by noah gilroy and linked within the show notes and on the dedicated webpage for every episode. you can find an example [here](#).

what you get: your business will be listed in the show notes. please provide the name you would like used as well as a link to your preferred web address (i.e. website, instagram profile, etsy store, patreon, etc.).

investment: \$750 CAD/episode

what it covers: the bare bones cost of producing one episode of snort & cackle. this includes the hourly labour of the snort & cackle team to organize, record, edit, transcribe, schedule, and market one episode, as well as the ongoing tech subscriptions required for the podcast (descript, adobe creative cloud, libsyn).

what you get: a mid-roll ad for your business as well as a dedicated instagram story during the week of the episode on @snortandcackle's instagram account. you will also be listed in the show notes and in the downloadable transcript for the episode. please provide the following:

- approximately 30-second ad copy for ash to read out on the podcast, including any relevant links
- a copy of your logo (.jpg or .png format, minimum 300x300 pixels)

## level 2 (goal: support)

# the sponsorship levels

investment: \$1500 CAD/episode

what it covers: the cost of producing one episode of snort & cackle and providing the team with a financial buffer to allow it to continue growing. this gives us the ability to deal with unexpected expenses, including tech upgrades, re-recordings in the event of internet issues (common with our non-urban guests), and extra transcription hours (common for episodes with wifi glitches during the zoom recordings as well as episodes featuring heavier-than-average usage of non-english and/or french words). it also gives us the ability to balance out the labour costs for episodes that are either unsponsored or sponsored at level 1.

level 3  
(goal: thrive)

what you get: everything from level 2 plus:

- your logo added to the dedicated episode webpage
- a dedicated post on the @snortandcackle instagram grid

interested in sponsoring a full package? sponsors who commit to supporting 6+ episodes at the level 2 rate or 3+ episodes at the level 3 rate also receive the option to co-host a lunch-hour instagram live chat with ash via the @snortandcackle instagram account.

*disclaimer: snort & cackle operates from an explicitly anti-racist and anti-oppression stance. we are pro-2SLGBTQIA+ rights, pro-reproductive rights, pro-sex work, and pro-public health measures. we reserve the right to vet any and all applications for sponsorship and to reject offers that do not align with our values. we do not accept sponsorships from MLM ventures (e.g. doterra, young living oils, etc.).*



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