



## **Mission:**

For a long time, tech culture has focused too narrowly on technical skills; this has resulted in a tech community that too often puts companies and code over people. [Greater Than Code](#) is a podcast that invites the voices of people who are not heard from enough in tech: women, people of color, trans and/or queer folks, to talk about the human side of software development and technology. Greater Than Code is providing a vital platform for these conversations, and developing new ideas of what it means to be a technologist beyond just the code.

Featuring an [ongoing panel of racially and gender diverse tech panelists](#), the majority of podcast guests so far have been women in tech! We've covered topics including imposter syndrome, mental illness, sexuality, unconscious bias and social justice. We also have a major focus on skill sets that tech too often devalues, like team-building, hiring, community organizing, mentorship and empathy. Each episode also includes a transcript.

## **The Community:**

We have an active Slack community that members can join by pledging as little as \$1 per month via [Patreon](#). Currently, we are listener-funded for two episodes per month.

## For Prospective Sponsors:

Each show costs roughly \$500 to produce. This includes, show management, audio editing, writing and publishing of show notes, writing and publishing of transcripts, guest outreach and scheduling, guest preparation, and community management. All told, each episode requires between 10-12 hours worth of work.

We have an [episode guide](#) where you can see an ongoing list of our topics and guests that we have previously done.

We also have an [upcoming episodes](#) page as well.

For Silver and Gold sponsorships, your extra monthly contribution will be put in a savings account to help our show manager buy and ship swag such as stickers, t-shirts, and other things as we are able to afford them to members of our community (**Silver and Gold Sponsors**) and allow us to travel to conferences to promote the show and buy the equipment necessary to do live shows which you will get a mention at during the conference and may choose to ship us swag to hand out at conferences on your behalf as well. (**Gold Sponsors**).

## Sponsorship Opportunities:

	Bronze	Silver	Gold
Cost	\$500/mo. (1 show)	\$1500/mo. (2 shows)	3,000/mo. (All Shows)
Ad Read Live During the Show	X	X	X
Ad or Logo on the Sponsored Episode's Page	X	X	X
Social Media Mentions	X	X	X
Ad or Logo in our Weekly Newsletter if your sponsored that episode	X	X	X

Job Postings	Up to 2	Up to 5	Up to 10
Complimentary Invites to our Slack Community for Employees	2	5	10
Add or Logo on Main Page		X	X
GTC Swag Sponsor		X	X
1:1 with a Panelist (Private or Recorded to be released to our Patrons.)		X	X
Be a Guest and/or Choose a Topic for the Show			X
GTC Conference Sponsor			X

### Our Reach:

Currently, each episode is getting between 2,000 and 6,000 unique listeners from all over the world. This results in between 15,000 and 20,000 downloads per month. We are also regularly currently using our own personal funds to send out stickers to Meetup Groups and give to friends of the show to hand out, no matter where they live.

At a Glance

**128**

*Listens today*

**3537**

*Listens this week*

**2107**

*Listens last week*

**+67.9%**

*Change from last week*

(Data taken on 6/24/17)

As you can see, we keep seeing increases in listenership between 60 and 70 percent per week. Since our podcast debuted on September 28th, 2016, the following are our top 10 episodes.

Top Ten Episodes of All Time	
5039 listens	<a href="#">Episode 020: Sexuality in Tech with Jenn Schiffer</a>
4189 listens	<a href="#">Episode 016: Blogging is Shipping with Julia Evans</a>
3949 listens	<a href="#">Episode 021: Social Justice Warring and Codes of Conduct with Phil Sturgeon</a>
3135 listens	<a href="#">Episode 030: Essential Developer Skills with Tom Stuart</a>
3020 listens	<a href="#">Episode 001: Taking Payments on the Web with Noel Rappin</a>
3015 listens	<a href="#">Episode 013: Religion in Tech with Audrey Eschright of The Recompiler Mag</a>
2923 listens	<a href="#">Episode 008: 99 Bottles of OOP with Sandi Metz and Katrina Owen</a>
2894 listens	<a href="#">Episode 015: Zuri Hunter as Queen of Hackathons</a>
2777 listens	<a href="#">Episode 024: Seeing Programming Where Other People Don't with Felienne Hermans</a>
2699 listens	<a href="#">Episode 004: DevOps and Creativity with Charity Majors</a>

(Data taken on 6/24/17)

We want to continue to build our show, but we need financial help to do so. Your sponsorship would be making a difference in our community and we will continue to check in with you to see if you are seeing returns in sponsoring the show and how we can help make the most of your contributions.

Thank you,

Mandy Moore  
[@therubyrep](#)