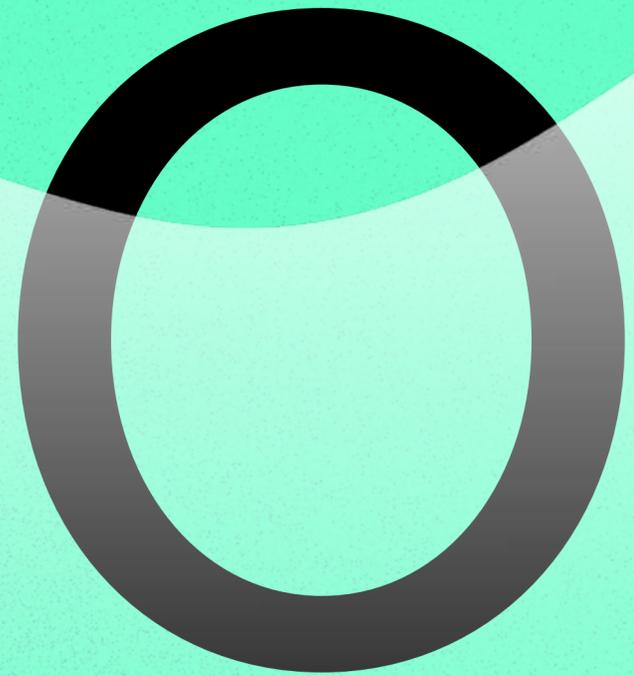


Humans of Purpose.

**Inspiring conversations with
purpose-driven leaders.**



H

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Humans of Purpose brings you weekly podcast conversations with inspiring and purpose-driven leaders from our local community.

Humans of Purpose brings you weekly podcast conversations with inspiring and purpose-driven leaders from our local community. Guests join host Mike Davis for relaxed conversations to discuss their career journey, purpose, how they create a positive social impact through their work.

With our inspiring guests on deck, we traverse meaningful subjects and gain insights into business, lifestyle, community, mindset and social impact. The podcast gives listeners access to a curated collection of inspiring, purpose-driven leaders across the not for profit, social enterprise, philanthropic, government and business spheres.



Mike Davis

Chief Podcaster



Why Us

We are an independent social enterprise and are supported by values aligned promotional campaigns as well as generous community support. This enables us to deliver a high quality podcast on a weekly basis that helps us to platform our outstanding guests and give our listeners incredible access to their experience, wisdom and good banter.

Our Impact

Our impact is in giving our local purpose-driven leaders and their organisations the platform, visibility and reach they deserve to continue their vital work and to amplify their social impact. Our research tells us that our listeners tune into Humans of Purpose to learn, expand their mindset and to identify and pursue meaningful work and careers that contribute to a better planet for us all.

We are the Number 1 Podcast in Australia showcasing local purpose-driven leaders.

We are the primary podcast of our type in the region, with little to no competition.



“We are homegrown with global reach having made the Top 20 Management Podcast Charts in the United Kingdom, South Africa and New Zealand and the top 200 in the United States”

Winner Most Impactful Podcast 2021—Australia.

[AI Global Media Awards 2021.](#)

Ranked in the Top 20 Management Podcasts in Australia.

[Australia Podcast Charts 2022.](#)

Our guests are local purpose-driven leaders working to improve our society.

Ep 195



Fiona Patten MP
Leader of The Reason Party

Ep 207



Patrick McGorry
Executive Director, Orygen

Ep 203



Pete Yao
Chief Impact Officer, Thankyou

Ep 206



Kylie Moore Gilbert
Author, Human Rights Campaigner

Ep 214



Frankie Layton
Founder, The Dirt Company

Ep 226



Julia Kay
Co Founder, Great Wrap

Ep 188



Jane Burns

Chief Strategy Officer,
TogetherAI

“Mike’s interviews are diverse, interesting and thought provoking. As a guest and a listener they allow you to challenge and evolve your thinking”

Ep 162



Levi Fernandez

Co-founder, For
Change Co

“Humans of Purpose provides a much needed spotlight on the incredible work being undertaken across Australia. In what is an incredibly challenging time for many across the country, Humans of Purpose is able to showcase the best humans going around!”

Ep 133



Lyndon Galea

Founder, Eat Up

“Mike is the perfect curator of inspiring guests, organisations and ideas! It’s an uplifting listen every week and I always look forward to next week’s episode.”

Ep 226



Julia Kay

Co Founder, The Wrap

“The feedback I received on my Humans of Purpose episode to date has been amazing. I really enjoyed chatting with Mike.”

10,000+

We have 10,000+ unique listens per month from our global audience.

76%

Of our listeners are young professionals between the ages of 25 and 44.

60%

Of our listeners are also active on boards, serving as a board director, chair or company secretary.

62 NPS

Our podcast comes highly recommended from our listeners, with a Net Promoter Score (NPS) of 62 (50 is considered excellent in Australia).

74%

Of our listeners are leaders in their field, as managers, directors or senior executive leaders.

47%

Of our listeners have connected with podcast guests to date.

Neon Treehouse

Neon Treehouse are one of Australia's leading full service digital agencies. They are committed to having a strong social impact and greater business sustainability. The values alignment means they are proud to support Humans of Purpose as our major sponsor.



kréol

Kreol are producers of Australia's finest healthy sodas. They make drinks with real ingredients, real health benefits and really great taste. Kreol support our community as the official drink of Humans of Purpose and provide a 15% discount to our listeners.



Previous Sponsors



Sponsoring Humans of Purpose gives you a chance to showcase your organisation, brand, people, product and services to our fast growing base of socially conscious listeners.

Become a Podcast Sponsor

Join our community and partner with us to reach an impressive and engaged audience of senior professionals who care deeply about making a difference and the brands and people who are leading the way. Partnering with us enables you access to a combined Humans of Purpose and Neon Treehouse audience of:

Statistics

- 10,000+ Monthly podcast listens
- 4,000+ Twitter followers
- 3,500+ Instagram followers
- 2,500+ Facebook followers
- 3,000+ LinkedIn followers
- 3,000+ Website visitors per month

You have a chance to become a podcast season's sponsor for an annual fee of **\$25k.**

This entitles you to:

- Your choice of 5 guest placements throughout the year
- Mention of your brand being a podcast partner in all episodes and links in show notes (50 per year)
- A chance to send bespoke weekly messages to promote your products or services to our audience
- A prominent presence on our Humans of Purpose website
- A mention on all our social media channels acknowledging your support.

A great option if you want reliable and ongoing access to our fantastic audience and to form an association with a for-purpose podcast loved by many!



"I absolutely love Mike's energy, mission statement, and insights around working and living with purpose. I'd strongly encourage anyone interested in thinking more seriously about Impact in business to talk to Mike about sponsorship. Being a Humans of Purpose sponsor enabled us to gain a number of new clients and major projects who found us through the podcast."

—Josh White, Neon Treehouse



Standard Package	Cost	Bonus Package	Total Cost (Standard + Bonus)
<p>1 Off</p> <p>1 x feature episode on Humans of Purpose complete with in podcast brand and product/service promotion.</p> <p>1 x week long campaign with posts across our social streams promoting your brand and product/service.</p>	<p>\$795</p>	<p>1 x 1 hour meeting with Mike for planning, coaching and episode release optimisation.</p>	<p>\$895</p>
<p>1 Month</p> <p>1 x feature episode on Humans of Purpose complete with in podcast brand and product/service promotion.</p> <p>4 x week long campaign with posts across our social streams promoting your brand and product/service.</p>	<p>\$1,795</p>	<p>2 x 1 hour meetings with Mike for planning, coaching and episode release optimisation.</p>	<p>\$1,995</p>
<p>2 Month</p> <p>2 x feature episodes on Humans of Purpose complete with in podcast brand and product/service promotion.</p> <p>8 x week long campaign with posts across our social streams promoting your brand and product/service.</p>	<p>\$3,345</p>	<p>4 x 1 hour meetings with Mike for planning, coaching and episode release optimisation.</p>	<p>\$3,595</p>

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lifehacker AU

THE
PODCAST
READER

IMPACT
BOOM

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PUR-
POSE

The
Freelance
Collective



To get in touch
[email](#) Mike Davis.

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