Sponsor *Innovating Leadership: Co-Creating Our Future*

One-page overview for prospective partners

Innovating Leadership: Co-Creating Our Future is a podcast for senior leaders, produced by The Innovative Leadership Think-Tank™ of the Innovative Leadership Institute®. Sponsorship here is alignment, not promotion: Partners join credible conversations with CEOs, board members, and executive advisors.

8,000+	145,000	121	Top 1%	500+
listeners per episode	LinkedIn newsletter subscribers	countries	of podcasts worldwide*	episodes

Who listens and what partners gain

The audience

- CEOs, board members, CHROs, CIOs, VPs, and executive advisors
- About 66% U.S.-based, across 121 countries in total
- Core audience aged 35 to 65
- About 67% of listening is during U.S. business hours

What partners gain

- Thought leadership credibility with senior leaders
- Long-term brand trust, not episodic impressions
- Alignment with governance and AI-era decision-making
- Presence where enterprise priorities are shaped

Institutional foundation

Produced by

The Innovative Leadership Think-Tank™, the Institute's research and insight engine. Every episode is curated for executive-level understanding of leadership and decision-making.

Institutional co-sponsor

The James Madison University School of Strategic Leadership Studies. Its researchers apply qualitative content analysis to the archive of 500+ recorded conversations with senior leaders on AI.

Distribution

Apple Podcasts, Spotify, Amazon Music, YouTube, NPR One, and Podbean, plus WCBE 90.5 FM Columbus.

> *The partnership aims "to transform real-world leadership experiences into actionable scholarship."*
> Margaret F. Sloan, Ph.D., Director, School of Strategic Leadership Studies, James Madison University (22 September 2026 announcement)

Sponsorship levels

Level	What it includes
Premier Partner 2 partners maximum	Priority positioning on the sponsor page; host-read acknowledgments aligned to flagship themes; quarterly performance summary and alignment plan. Optional: a co-created executive insight brief (ILI-led, partner acknowledged) and an invitation to ILI executive roundtables.
Thought Leadership Partner 3 to 4 partners maximum	Sponsor page positioning and theme cluster alignment; host-read acknowledgments on aligned episodes; quarterly performance summary. Optional: a contribution to a curated theme series (ILI keeps editorial control).
Strategic Partner 4 to 6 partners maximum	Sponsor page profile; host-read acknowledgments in relevant episodes; quarterly performance summary and theme alignment.
Supporting Partner	Sponsor page listing; limited host-read acknowledgment rotation; quarterly summary snapshot.

How it works

1. Brief alignment conversation

Confirm audience fit, outcomes, and timeline.

2. Custom sponsor brief

Receive recommended options, themes, and activation approach.

3. Launch and amplify

Run the episode or segment with promotion across podcast, newsletter, and social.

Editorial independence. Guests are selected for the quality of their insight, not their promotional reach.

Start a conversation

Request a sponsorship conversation at **innovativeleadershipinstitute.com/podcast-sponsor**
Questions first? Maureen Metcalf, Host and Sponsorship Lead: **inquiries@innovativeleadership.com**

* Top 1% is the Listen Notes global rank, 2026. Audience and episode figures are those published on the sponsor page in October 2026; this overview is refreshed each quarter. © Innovative Leadership Institute®. The interview archive predates the James Madison University School of Strategic Leadership Studies co-sponsorship.