

Studio WONDERWELL

Case Study: Elevating sponsor readiness and brand clarity for Pier 54 Podcast

Client: Pier 54 Podcast

Industry: Podcast Media & Entertainment

Pier 54 is a General Hospital fan podcast built on loyal audience engagement and strong community connection. As the show grew, the hosts sought to refine their brand presentation and create a sponsor-ready foundation to support monetization and long-term growth.

Challenge

- Elevate the overall brand presentation.
- Create a sponsor-ready media kit.
- Define clear sponsorship tiers and deliverables.
- Strengthen website credibility and visual consistency.
- Establish a structured outreach approach.

The Solution

Studio Wonderwell partnered with Pier 54 to:

- Refine visual alignment and brand presentation.
- Design a professional media kit outlining show overview, audience insights, and sponsorship opportunities.
- Develop clearly defined sponsorship tiers and value positioning.
- Refresh website presentation to support sponsor credibility.
- Create a structured outreach framework for partnership conversations.

- **Media kit** positioned the podcast as partnership-ready and professionally structured.
- **Defined sponsorship tiers** created a clear monetization pathway.
- **Website and brand alignment** strengthened overall credibility.
- Hosts **gained clarity and confidence** in sponsor outreach conversations.

Tools Used

- Canva • Wix • Messaging & Sponsorship Strategy Frameworks