Osiris connects passionate music fans with like-minded companies and artists—creating authentic experiences through music.

Osiris creates podcasts featuring high-profile musicians, and narrative podcasts that explore compelling topics in music. Osiris also partners with innovative music companies to tell their stories through original podcasts. All of our shows offer music fans the opportunity to deepen the connection to topics and artists they care about.

ABOUT OSIRIS

OUR AUDIENCE

- 76% aged 25-44
- 75% have at least a bachelor’s degree
- 43% have a household income of $100K or more
- 50% listen to 4+ hours of podcasts per week
SELECT PODCASTS

Under the Scales was created by Tom Marshall, longtime songwriter for Phish. Tom discusses his lyrics and interviews people who help uncover the rich and complex culture surrounding Phish and its diverse, devoted fanbase.

The Road to Now explains the history behind important events and outstanding individuals of today’s world. Co-hosted by Bob Crawford, a founding member of The Avett Brothers.

No Simple Road is a Grateful Dead podcast that is about much more than just the band. They bring interviews with musicians, artists, writers, and fellow members of the broader Dead community.

Touchdowns All Day is hosted by Jon “Barber” Gutwillig, guitarist for the Disco Biscuits. Jon breaks down Disco Biscuits music with commentary and analysis, and interviews guests about music, technology and more.

HF Pod explores the music and fan experience of Phish, through interviews and deep dives on shows and tours. When the band is on tour, the team provides a review of every show the following day with a fan who was there.

Amigos is hosted by Mike Finoia, a touring comedian, producer and music nerd. He invites friends, colleagues, and special guests from all walks of the entertainment world to discuss music, comedy and everything in between.

To learn about all of our podcasts, please visit our website.
Inside the Musician’s Brain explores what’s underneath the music and the artists that inspire us. Grammy Award winning artist and producer Chris Pandolfi of the Infamous Stringdusters sits down with artists to discuss inspiration, creativity, and bringing a musical vision to life.

Let Creativity Flow tells the story of how technology is influencing musical collaboration, featuring interviews with experts from Splice, Union Square Ventures, Downtown Music, and the Disco Biscuits. Hosted by Amar Sastry and sponsored by Splice.

After Midnight is the celebration of one of music’s most memorable festivals, Phish’s Big Cypress. Hosted by music journalist Jesse Jarnow, this series draws on interviews with Phish and its crew, fan experiences, and perspectives from across the music industry.

Freak Flag Flying—In Conversation with David Crosby will feature Steve Silberman, noted music historian and best-selling author, talking to his friend David Crosby. The show will offer unparalleled access to one of the most significant figures in American music in a uniquely intimate setting.
A UNIQUE EVENT SERIES

A first of its kind show, Jam Just Happened brings together the intimacy of a podcast and the uniqueness of a live music experience.

Guitarist Scott Metzger will host a monthly jam session with a different group of high-profile musicians. The players will bring each of their individual styles together to create something entirely unique for a small audience. Each event will be streamed live and will have a podcast component.
RECENT SPONSORSHIP PARTNERS

- MASTERCLASS
- KUSHCO HOLDINGS
- BEN & JERRY'S
- nugs.net
- DIAGEO
- CashorTrade
- SiriusXM
SPONSOR SUCCESS STORIES

- Campaign to promote a new Ben & Jerry’s flavor and its partnership with the WaterWheel Foundation
  - Reached 150,000 listeners
  - Generated 40% return on ad spend

- Campaign to drive traffic to CBD Vermont’s new online store
  - Reached 100,000 listeners
  - Generated 170% return on ad spend

- Direct-response campaign to enroll new monthly subscribers
  - Reached 200,000 listeners
  - Generated 88% return on ad spend
WHY PODCAST ADS?

▸ Podcast ads deliver up to 4.4x times better brand recall than display and other digital media ads (Nielsen).

▸ 49% of podcast listeners have bought something after hearing it advertised on a podcast (DiscoverPods).

▸ 70% podcast listeners have considered a new product or service based on a podcast ad (Edison Research).

▸ 60% of podcast listeners appreciate podcast advertisers for supporting the podcasts they love (Edison Research).

▸ 61% of podcast listeners have a favorable or somewhat favorable opinion of podcast advertising via “live reads”—discussions of products delivered via the voices of trusted hosts (Edison Research).
SPONSOR OPPORTUNITIES

- Live reads on original podcasts
- Branded podcasts
- Video sponsorship
- Event branding
- Tailored social media outreach
We work with your team to customize a sponsorship plan that best suits your goals and audiences.

Please direct all inquiries to Adam Caplan at adam@osirispod.com.

We look forward to talking with you.