

Partnership Guide

EDITION ONE

2026-2027

Peri
Meno
Show

More than an Event. A Trusted Platform for Women's Midlife.
Podcast • Live Experiences • Community • Education

Produced by Bird + Duck Media
perimenoshow.com

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The Opportunity

Women are searching for answers.

Organizations have an opportunity to become trusted voices.

For generations, women have entered perimenopause and menopause with little preparation, limited education, and few places to turn for trusted guidance.

Today, that conversation is changing.

Healthcare providers, wellness brands, employers, innovators, educators, and advocates all have an opportunity to become part of a movement that is improving the future of women's health.

**75
Million**

Approximate women in the
US currently living in a
menopausal state.

**2
Million**

Approximate women
in the US entering
perimenopause.

<20%

Women familiar with
treatment options..

35+

Symptoms can start as early as
age 35.

The need has never been greater.

Neither has the opportunity.

Why Peri Meno Show?



Podcast

March 1, 2027 – Season One Launch



Live Experience Tour

June 3, 2027 – Bellevue, WA

June 5, 2027 – Tacoma, WA

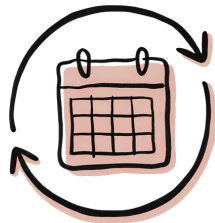


Digital Community

Website | Socials | Newsletters



Strategic Partners



Year-Round Platform

Peri Meno Show brings together trusted experts, innovative organizations, and women seeking better information, better support, and meaningful community through year-round media and unforgettable live experiences.

**We aren't just building an event.
We're building a trusted platform.**

Why Become a Partner?

We don't sell sponsorships.

We build strategic partnerships.

Great partnerships create meaningful impact. Rather than offering predefined sponsorship levels, we collaborate with each partner to build customized programs that align with your goals, your audience, and your expertise.

Whether your objective is education, brand awareness, lead generation, thought leadership, product sampling, community engagement, or customer acquisition, we'll help design a partnership that delivers meaningful value.



We are looking for organizations that...

- ✓ Educate
- ✓ Innovate
- ✓ Support
- ✓ Empower
- ✓ Inspire
- ✓ Advocate
- ✓ Improve Women's Lives



Every organization or business working with us at Peri Meno Show is thoughtfully selected because we believe our guests deserve more than products to browse—they deserve trusted resources, meaningful conversations, and experiences that can genuinely improve their lives.

Meet Our Community



The Professional

Executive, entrepreneur, healthcare professional, business owner. Interested in longevity, performance, hormones and healthy aging.



The Caregiver

Supporting children, aging parents, and herself. Looking for trusted guidance and practical solutions.



The Wellness Seeker

Already investing in fitness, nutrition, supplements, skincare, travel and preventative healthcare.



The Curious Learner

Just beginning her perimenopause journey and searching for answers before symptoms become overwhelming.

Our audience is your audience...

Women 38–65 with significant purchasing power who actively invest in their health, families, careers, and future.

Your Partnership Lives Beyond Event Day

March

Podcast Season One Launch



Spring

Marketing Campaigns
Weekly Podcast Episodes
Partner Spotlights
Social Campaigns



June

Live Experiences:
June 3, 2027 – Bellevue, WA
June 5, 2027 – Tacoma, WA



Year-Round

Website
Participant Directory
Featured Profiles
Podcast
Social Media
Newsletters



**Your partnership becomes part of an ongoing conversation,
not just a single weekend.**

Every Partnership is Customized

Every partnership is customized.

Instead of sponsorship packages, we work with organizations to build meaningful collaborations, starting with the Opportunity category that you are interested in.

Opportunity categories:

Founding Partner

Podcast Partner

Midlife Main Stage Partner

Wellness Marketplace Partner

VIP Experience Partner

VIP Brunch with Meet + Greet Option

VIP Lunch with Meet + Greet Option

Vip Gift Bag Partner

Happy Hour Partner

After Hours Comedy Show Partner

Education Partner

Innovation Partner

Media Partner

Healthcare Partner

Nonprofit Partner

*From here,
we begin to draft your
custom package
proposal!*

Let's build the right partnership for your organization.



Wellness Marketplace

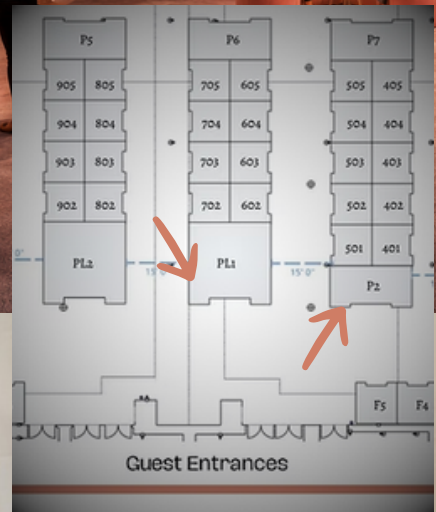
More than booths.

A curated marketplace of trusted resources.

The Wellness Marketplace is designed as an interactive destination where attendees discover products, services, experts, and organizations committed to improving women's lives.

Partner assets:

- First choice of booth placement
- Priority access to Presenter Booths
- Featured Directory Listing
- Premium Marketplace visibility
- Lead generation
- Demonstration opportunities
- Educational conversations



Signature Experiences



Become part of the experience!

As an event focused on the experience for our guests, we invite Partners to dream up ideas for Signature Experiences that they can bring to the event. Where do you see your business or organization creating a Signature Experience?...

VIP Brunch

VIP Luncheon

Happy Hour + After Hours Comedy Show

Podcast Studio Partner

Wellness Lounge

Photo Experience

Flower Cart

Coffee Bar Partner

Hydration Station

Recharging Station

Sample Signature Experience Package

VIP Brunch - Bellevue

- Private seated brunch for 200 guests
- 30-Minute featured presentation
- Meet + Greet with spokeswoman
- VIP Gift Bag inclusion
- YOUR logo on experience branding



These exclusive experiences create unforgettable moments while connecting your organization directly with highly engaged attendees.

Peri Meno Show The Podcast



Continue the conversation with our podcast.

Season One - Launching March 2027
10-12 Episodes

Partner opportunities:

- Featured Episode
"Today's episode is brought to you by..."
- Expert interview featuring your clinician, founder or spokesperson
- Logo in episode credits
- Social promotion
- Video clips
- Website feature
- Evergreen visibility

Your expertise becomes part of the conversation.

Partnership Assets

Build a partnership that works for your goals.

Partnership Asset

Partner Benefit

Featured Podcast Episode

VIP Brunch

Presenter Booth

Main Stage Commercial

Marketplace Digital Screen

Featured Website Profile

VIP Gift Bag Inclusion

Dedicated Partner Page

Meet + Greet Experience

Quarterly Newsletter

Social Campaign Collaboration

Main Stage Lobby Banner

Establish Thought Leadership

Connect with High-Value Attendees

Education + Lead Generation

Brand Awareness

Continuous Visibility

Year-round Discoverability

Product Sampling

SEO + Lead Generation

Relationship Building

Ongoing Engagement

Extended Reach

Premium Visibility



Every partnership is thoughtfully assembled to support your goals.

Imagine What's Possible



YOUR ORGANIZATION



Featured Podcast Episode



VIP Brunch Host



Meet + Greet



Wellness Marketplace
Activation



Midlife Main Stage Speaker



VIP Gift Bag Inclusion



Featured Website Profile



Social Campaign



Quarterly Newsletter



Year-Round Visibility

One partnership.
Multiple touchpoints.
Year-round impact.

*That's the power of a customized
Peri Meno Show partnership.*

Let's Build Something Meaningful

Podcast • Live Experiences • Community • Education



*Women deserve trusted information.
Women deserve compassionate healthcare.
Women deserve innovative solutions.
Women deserve community.*

If your organization shares that belief, we'd love to explore what's possible together.

Let's design a partnership that creates lasting impact,
for your organization and for the women we serve.

Schedule a Discovery Call
Complete our Partnership Interest Form
<https://www.perimenoshow.com/partnerships>

Or email our team:
marketing@birdandduck.com

*Peri
Meno
Show*

Thank you for being part of what's next.