



2026

Media Kit and Sponsorship Programs

# Through the Oculus

— with —

*Heather & Tyme*

A PANTHEON PODCAST





# About the Podcast

[Through the Oculus](#) (TTO) with Heather Allman and Tyme Ferris explores the cannabis plant in all its dimensions—cultural, commercial, spiritual, medicinal, and industrial. From ancient rituals to modern dispensaries, textile mills to legislative hearings, this podcast journeys into the many realities and contradictions shaping the cannabis world today.

Rooted in the belief that cannabis is one plant with infinite expressions, we invite farmers, regulators, healers, entrepreneurs, historians, and consumers to share their lens. Together, we push beyond headlines and binaries to uncover what cannabis means—past, present, and future.

## Top Episodes

**Episode 2 : Cannabis & Veterans' Service, Sacrifice, & the Green Path: Jeffrey Trappe + Jeffrey DeMond**

**Episode 5 : One of a Kind: Roll Up and Unwind with Tiyhann Bryant**

**Episode 1 : Maryland's Green Blueprint: Audrey Johnson, Executive Director, MD Office of Social Equity**

## Previous Guests

- Audrey Johnson, Executive Director, Maryland Office of Social Equity
- Jeffrey Trappe, COO, Planet 13 Florida
- Jeffrey DeMond, Founder/CEO The Grateful Veteran
- Michael Mayes, Founder/ CEO, Quantum 9
- Erica Halverson, Founder/CEO, Tiny e Toilet Paper
- Tiyhann Bryant, Founder/CEO, RollUp Life
- Peter Homberg, Partner, gunnercooke llp

*Compound Monthly Growth Rate*



Views



Reach



Visits



Follows

"Every Angle. Every Voice. One Plant."

## About the Hosts

**Heather J. Allman** is the co-host and producer of *Through the Oculus*, bringing both her voice and her vision to the show. With a background in cannabis media — including her work as Executive Producer and host of the “Karma Koala” podcast for *Cannabis Law Report* — Heather shapes each episode with a balance of thoughtful storytelling and sharp industry insight. As Interim Media Engagement Specialist at *Pantheon Perspective*, she connects conversations to the bigger picture, ensuring the podcast amplifies diverse perspectives across the cannabis and hemp space.



**Tyme C. Ferris** is the co-host of *Through the Oculus*, bringing his voice as Founder & CEO of *Pantheon Collective* and his deep roots in both the cannabis and conservation worlds. He blends entrepreneurial insight with community advocacy, shaping conversations that highlight how cannabis and hemp intersect with culture, policy, and everyday life. With a focus on honest dialogue and diverse perspectives, Tyme helps guide the show as a space where big ideas meet real-world impact.



## Guest Geography



Berlin, Germany - East Orange, NJ - Boonville, NY -  
New York, NY - Linthicum Heights, MD - Pensacola,  
FL - Tampa, FL - Cape Coral, FL - Long Beach, CA

## Listener Demographics



Senior Level



NYC Metro Area



Mobile Phone



Female



Ages 35-44



Ages 45-59

# Audience Persona Snapshot



*Selene  
Marinos*

## Persona Summary:

Selene Marininos is a seasoned strategist along the NYC–Albany corridor, working at the intersection of government, nonprofits, and advocacy. With packed days of meetings and legislative work, her commute is when she turns to *Through the Oculus* for timely insights on cannabis and hemp regulation. She's active on LinkedIn, often sharing policy-driven episodes that highlight shifts shaping the industry and spark discussion among her peers.

## Why TTO resonates:

For Selene, TTO serves as both a briefing tool and a connector — sharpening her grasp of regulatory trends while amplifying voices she can integrate into her policy and advocacy work.



*Dionysus  
"Dio" Rivera*

## Persona Summary:

Dio Rivera is in their late 30s, a cannabis/hemp entrepreneur balancing the grind of building a startup with the thrill of shaping a new industry. Based in hubs like Newark, Denver, or Los Angeles, they're constantly scanning for *market signals* and *case studies* that translate into survival strategies. Dio listens to TTO to learn how other operators navigate compliance, financing, and scaling — and always clicks through to transcripts, bios, and Pantheon's add-ons for actionable insights.

## Why TTO resonates:

For Dio, *Through the Oculus* isn't just content, it's a playbook — one episode can shift the direction of a quarter's strategy.



*Jared  
Kato*

## Persona Summary:

Jared Kato is an early-career professional and grassroots organizer blending activism with cultural engagement. Based in the Midwest but connected nationally, he follows *Through the Oculus* on Instagram and Spotify, engaging most with audiograms and highlight clips, while relying on the newsletter for deeper context. His role as a community advocate makes him quick to share content that ties cannabis to broader issues of identity and equity.

## Why TTO resonates:

For Jared, TTO provides stories that align with his values while expanding his perspective. Each episode gives him the insights and language he needs to translate industry conversations into narratives his community can act on.

# Standard Episode Format

## Intro (2-3 min)

- Welcome from Heather & Tyme
- **AD SLOT A**
- Tease today's guest and theme
- Short nod to the show's purpose: multiple lenses, one plant
- "Let's step through the oculus..."

## Segment 3: Personal Lens (5-10 min)

- What they wish others understood about their role in the space
- "One thing about cannabis/hemp people always get wrong"
- Future hopes: "What does the cannabis industry look like when we get it right?"

## Guest Introduction (3-5 min)

- Bio and background
- Personal connection to cannabis/hemp (first time, family, career path, etc.)
- Establish relevance to the episode's topic

## Lightning Round (5-7 min)

- **AD SLOT B**
- Quick-hit questions (fun, fast, insightful)
- "Favorite cultivar or use of the plant?"
- "Biggest misconception in the industry?"
- "Book, film, or moment that shaped your perspective?"
- "If cannabis had a soundtrack, what's on it?"

## Segment 1: Culture & Context (10-15 min)

- Historical and/or community setting
- Lived experience or impact
- Social equity, stigma, or local/regional nuances

## Closing & Call to Action (3-5 min)

- How listeners can connect with the guest
- Recap of big ideas or takeaways
- Shout-out to upcoming episodes or events
- **AD SLOT A (Repeat)**
- "Thanks for stepping through the oculus..."

## Segment 2: Industry Insight (10-15 min)

- Operations, regulatory climate, innovation, policy
- Wins, challenges, or future outlook
- Practical or policy-level insights listeners may not hear elsewhere

Check Out Previous Episodes By Scanning The QR Code Here





# Core Guest Alignment Criteria

- 1. Ties to the Cannabis Plant**
  - Must be actively involved in or directly impacted by cannabis or hemp—whether in cultivation, policy, business, culture, science, or lived experience.
- 2. Unique Lens or Story**
  - Offers a perspective that's often overlooked, underrepresented, or misunderstood in mainstream cannabis discourse.
  - Can speak to culture, equity, policy, legacy markets, regulation, or innovation with depth.
- 3. Willingness to Engage**
  - Comfortable having an open, thoughtful conversation—not just a promotional appearance.
  - Ideally, shares both personal and professional insights.
- 4. Intersectionality Welcome**
  - Preference for guests whose work or experience sits at the intersection of cannabis and:
    - Social equity & M/WBE
    - LGBTQ+ advocacy
    - Veterans
    - Indigenous rights
    - Disability access
    - Environmental sustainability
    - Criminal justice reform



## Ideal Guest Profiles

- ✓ AUC License Holders
- ✓ Legacy market operators now navigating regulation
- ✓ Industrial hemp processors or innovators (fiber, building materials, regenerative ag)
- ✓ Regulators or public health officials
- ✓ Cultural historians or journalists covering cannabis or culture
- ✓ Patients or caregivers in MMJ states or communities with limited access

- ✓ Entrepreneurs from marginalized communities
- ✓ Educators, researchers, or policy reform advocates
- ✓ Artists or creatives

## Less Aligned Types

- ✗ Pure PR/marketing reps with no direct stake or voice
- ✗ Guests unwilling to engage in nuanced dialogue or only focused on self-promotion
- ✗ Corporate-only reps who can't speak authentically to culture or real-world challenges

# Season 1 Episodes



## [Episode 1 : Maryland's Green Blueprint: Audrey Johnson, Executive Director, MD Office of Social Equity](#)

In this inaugural episode, Audrey Johnson, Executive Director of Maryland's Office of Social Equity, joins Heather and Tyme to discuss the state's groundbreaking approach to cannabis legalization. The conversation explores how Maryland is weaving equity into policy, creating pathways for underrepresented communities, and setting a model for the future of fair and inclusive cannabis regulation.



## [Episode 2 : Cannabis & Veterans' Service, Sacrifice, & the Green Path: Jeffrey Trappe + Jeffrey DeMond](#)

In this powerful conversation, hosts Heather and Tyme sit down with veterans Jeffrey Trappe and Jeffrey DeMond to explore the intersection of military service, personal sacrifice, and the healing potential of cannabis. The episode highlights lived experiences, the challenges of reintegration, and the ways cannabis can support both wellness and community for those who have served.



## [Episode 3 : Lookalike Candy, Real Danger with Michael Mayes of Quantum 9](#)

This eye-opening episode Michael shares the story of discovering his daughter with a cannabis-infused Skittles package designed to look identical to regular candy. The conversation dives into the urgent need for responsible packaging, child-neutral design, and stronger oversight in the cannabis industry to protect families and communities.



# Season 1 Episodes continued



## [Episode 4 : America Needs Hemp: Barriers, Breakthroughs, and the Future with Erica Halverson](#)

In this forward-looking episode, Erica Halverson joins Heather and Tyme to unpack the promise and challenges of America's hemp industry. The discussion tackles regulatory roadblocks, market opportunities, and the innovations shaping hemp's role in sustainable manufacturing and agriculture. It's a candid look at both the obstacles holding the industry back and the breakthroughs driving it forward.



## [Episode 5 : One of a Kind: Roll Up and Unwind with Tiyahnn Bryant](#)

Heather and Tyme sit down with Tiyahnn Bryant, co-founder of Roll Up Life, to explore how his company is redefining cannabis delivery and consumer experience. From building a trusted brand in New Jersey to shaping what the future of cannabis distribution could look like nationwide, Bryant shares insights into innovation, resilience, and what it takes to lead in a rapidly evolving industry.



## **Episode 6 : Across the Pond: Cannabis in Germany, Europe, and the U.S.**

Heather and Tyme connect with Peter Homberg, Partner at gunnercooke in Germany, to discuss cannabis policy and market development across Europe. The episode explores Germany's groundbreaking legalization steps, the ripple effects across the EU, and how these shifts compare with the evolving U.S. landscape. Homberg brings an international lens, offering valuable insight into global cannabis trends and what they mean for the industry's future.



# Season 1 Episodes continued



## [Episode 7 : Visionary Rama Mayo Walks Us Through Hall of Flowers, New York In Pop-Up Limited Edition](#)

In this episode, Rama Mayo shares his journey from the DIY music and branding world into building one of the leading cannabis trade shows in America. He discusses early influences, the challenges of scaling in cannabis, the importance of branding and authenticity, and his vision for the future—including the expansion of Hall of Flowers to New York.

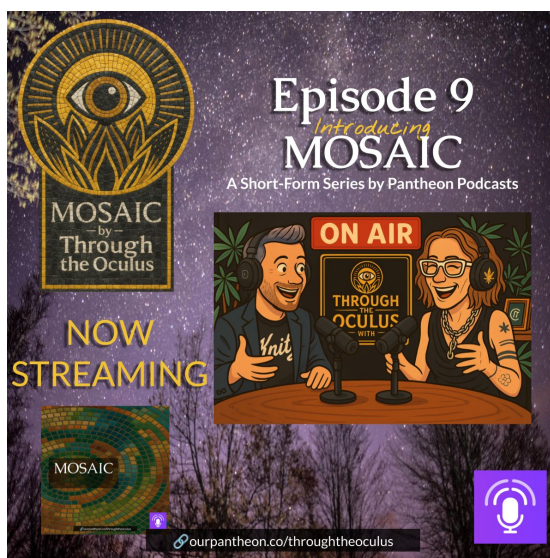
- October 3rd, 2025



## [Episode 8 : Taxed To The Limit: Counting the Real Cost of Cannabis with James B. Mann, Federal Tax Attorney](#)

Harvard-trained tax attorney James B. Mann joins hosts Heather Allman and Tyme Ferris to unpack the realities of cannabis taxation. They explore Section 280E, cost of goods sold (COGS), small-business relief via §471(c), and how changing state and federal policies impact treatment. Mann also reflects on his experience arguing the landmark Harborside appeal and shares practical advice for cannabis CFOs preparing for IRS scrutiny.

- October 10th, 2025



## [Episode 9 : Introducing MOSAIC : A Funny Thing Happened On Our Way Through the Oculus](#)

In this special rewind episode, Heather and Tyme take listeners on a playful and reflective journey through the first eight episodes of Through the Oculus — revisiting their favorite guests, insights, and outtakes that have shaped the show so far.

This episode also introduces Mosaic, Pantheon's newest short-form segment that shines light on the many voices, perspectives, and experiences shaping the cannabis community today.

- October 15th, 2025



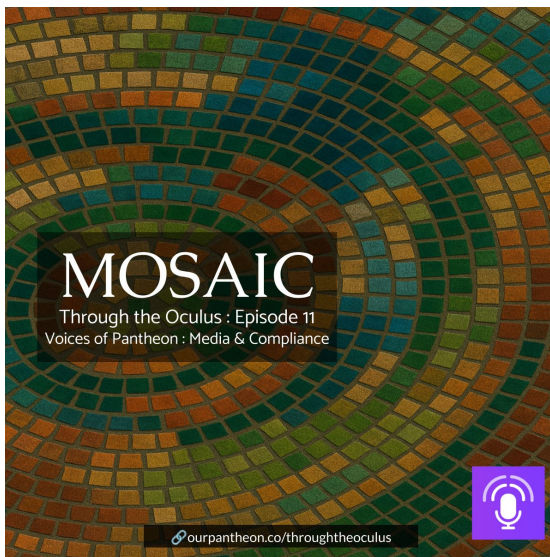
# Season 1 Episodes continued



## [Episode 10 : Living the Family Highlife with Jennifer Gierum](#)

We step through the Oculus with Jennifer Gierum, Founder & CEO of Highlife Health, a woman-owned, family-run adult-use dispensary in New Rochelle, NY. Jennifer shares the family story that brought her to plant medicine, how 'education is part of the product,' what she's learning about customer behavior, and why community trust and collaboration—not MSO muscle—are her north stars.

- October 17th, 2025



## [Episode 11 : Mosaic: Voices of Pantheon- Samantha Nobile + Heather Allman, Media & Compliance Leadership Teams](#)

In this conversational debut of the Mosaic segment, host Heather Allman sits down with Samantha Nobile, Pantheon's resident compliance expert and self-proclaimed realist, for a candid and heartfelt exchange. They explore balance between structure and spontaneity — from 'No Fun Noble' and shark research dreams to how a life motto can shape decision-making.

- October 22nd, 2025



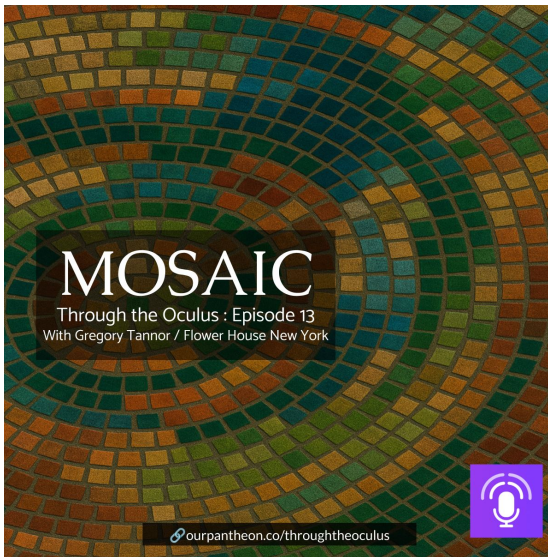
## [Episode 12 : Passion, Purity, Precision and Nina's Legacy with Ravens View Genetics](#)

In this heartfelt Through the Oculus conversation, hosts Tyme Ferris and Heather Allman sit down in the Catskills with Joann and Michael Kudrewicz, the founders of Ravens View Genetics, to explore the love, science, and legacy behind one of New York's most soulful cannabis brands.

- October 24th, 2025



# Season 1 Episodes continued



## [Episode 13 : Mosaic: In a FlowerHouse State of Mind with Gregory Tanner](#)

In this episode, hosts Heather Allman and Tyme Ferris sit down with Gregory Tanner, CEO & Co-Founder of FlowerHouse New York — one of the Empire State's most recognized cannabis brands. From Tesla leases to terpene profiles, Greg shares how two decades in Manhattan real estate led to his role pioneering a new kind of cultivation business in the Hudson Valley  
- October 29th, 2025

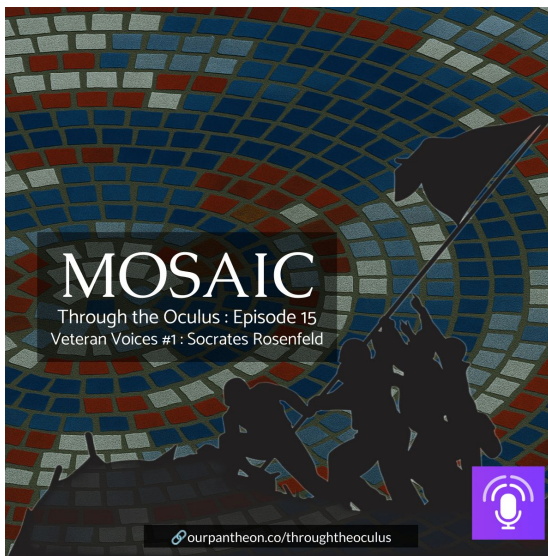


## [Episode 14 : Home Is Where The Art Is: Building Culture House NYC with Josh Wilson](#)

In this episode of Through the Oculus, hosts Heather Allman and Tyme Ferris head straight into the heart of Midtown Manhattan to meet Josh Wilson, General Manager of Culture House NYC — one of the most talked-about new dispensaries redefining cannabis retail through compliance, connection, and culture.

Josh shares his journey from California's evolving cannabis market to New York's emerging scene, reflecting on how lessons from the West Coast can shape a smarter, more sustainable East Coast industry.

- October 31st, 2025



## [Episode 15 : Mosaic: Veteran Voices #1 with Socrates Rosenfeld](#)

Socrates Rosenfeld is the CEO and Co-Founder of Jane Technologies, a leading technology company for the cannabis industry. A visionary entrepreneur, combat veteran, and MIT graduate, Soc and his team have revolutionized cannabis commerce by creating a trusted platform that serves thousands of dispensaries and brands across 39 U.S. states. Jane powers the majority of all legal cannabis transactions in the U.S.

- November 5th, 2025



# Season 1 Episodes continued



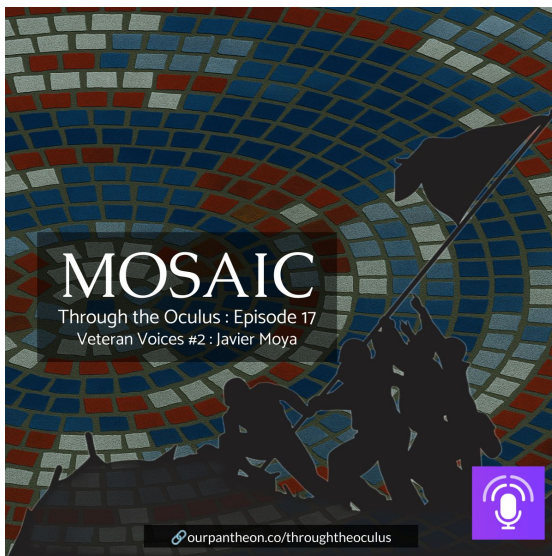
## [Episode 16 : Plant Meets Payroll: Powering the Cannabis Workforce with Paylient and Daniela Williams](#)

In this episode of Through the Oculus, hosts Heather Allman and Tyme Ferris sit down with Daniela Williams, Chief Growth Officer at Paylient Inc., a cannabis-focused PEO (Professional Employer Organization). Daniela shares her journey into HR and compliance, what Paylient provides to cannabis operators, and why New York is such a pivotal market. The conversation explores payroll, HR admin, benefits, workers' comp, compliance, and the role these services play in helping cannabis companies thrive in a complex regulatory environment.  
- November 7th, 2025



## [2025 Veterans Panel](#)

In this Veterans Day special, Through the Oculus hosts Heather Allman and Tyme Ferris convene a powerful roundtable of veteran leaders redefining cannabis through discipline, purpose, and service. Each panelist brings a unique path — from combat to cultivation, extraction to advocacy — illustrating how military training translates into innovation and compassion within the cannabis industry. Together, they explore the plant's transformative potential for healing, leadership, and connection.  
- November 11th, 2025



## [Episode 17 : Mosaic: Veteran Voices #2 with Javier Moya](#)

U.S. veteran Javier Moya opens up about his path from service to healing through cannabis—breaking stigma, finding purpose, and building community. A raw, real story of transformation. Javier Moya is a cultivator, breeder, and U.S. Marine Corps veteran with over twelve years of experience in living soil and regenerative practices, dedicated to crafting resilient plants, honoring lineage, and cultivating both community and ecological balance.  
- November 12th, 2025



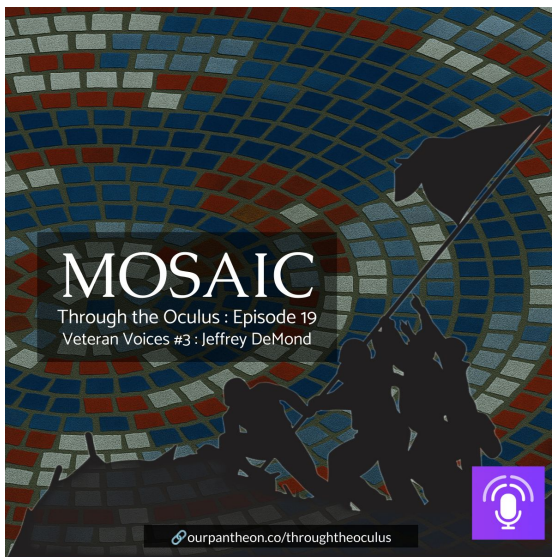
# Season 1 Episodes continued



## [Episode 18 : Turning Transit Nostalgia Into Cannabis Culture with NYC Bud](#)

NYC BUD didn't just open a dispensary—they built a Destination Founders Giancarlo Pinto and JonPaul Pezzo break down how they built NY's most visually immersive licensed cannabis space by blending 90s club energy, MTA-inspired design, proprietary tech stacks, and a community-first programming strategy that turns a dispensary visit into a story.

- November 14th, 2025



## [Episode 19 : Mosaic: Veteran Voices with Jeffrey DeMond](#)

Heather and Tyme sit down with Tiyahnn Bryant, co-founder of Roll Up Life, to explore how his company is redefining cannabis delivery and consumer experience. From building a trusted brand in New Jersey to shaping what the future of cannabis distribution could look like nationwide, Bryant shares insights into innovation, resilience, and what it takes to lead in a rapidly evolving industry.

- November 19th, 2025



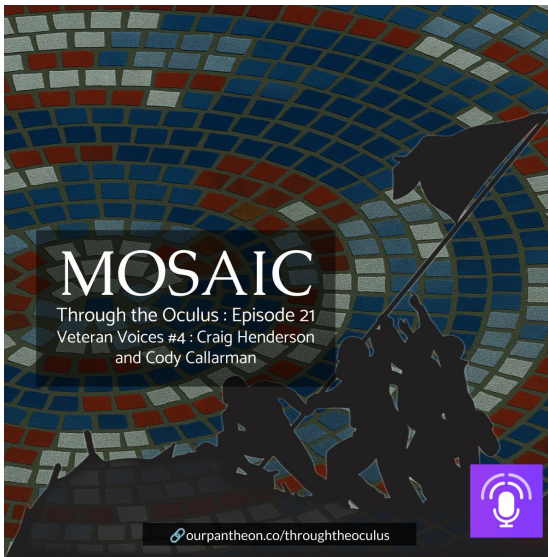
## [Episode 20 : Leadership, Legacy, and CANY's New Focus with Damien Cornwell](#)

In this episode of Through the Oculus, hosts Heather Allman and Tyme Ferris sit down with Damien Cornwell, President of the Cannabis Association of New York (CANY) and founder of Just Breathe Dispensary in Binghamton, NY. Damien brings a rare blend of business acumen, social entrepreneurship, and moral leadership to New York's evolving cannabis landscape. From his roots in logistics and corporate operations to his current work in community restoration, Cornwell's story is a testament to what happens when purpose and persistence collide.

- November 21st, 2025



# Season 1 Episodes continued



## [Episode 21 : Mosaic: Veteran Voices #4 with Craig Henderson and Cody Callarman](#)

This MOSAIC episode features veteran founders Craig Henderson (Extract Labs) and Cody Callarman (Carolina Dream), who share how skepticism turned into conviction as they saw cannabinoids improve veterans' lives. Together, they trace their journeys from service to building mission-driven hemp brands focused on relief, leadership, and changing the conversation around cannabis and veteran wellness.

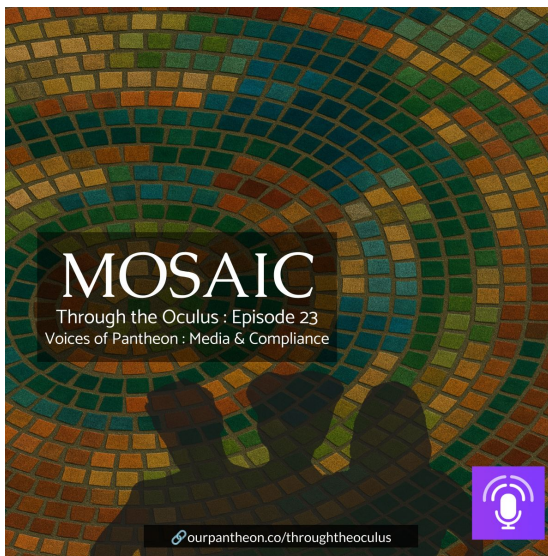
- July 18th, 2025



## [Episode 22 :From Napkin Sketch to Night Sky: Stargazing with Founder Joe Bissonnette of Skyview Tents](#)

Skyview Tents founder Joe Bissonnette joins Heather and Tyme in Buena Vista, Colorado to unpack the clear-mesh stargazing tent—and the patent-pending, inside-out rainfly you can deploy from inside the tent in seconds. We cover the aha moment in Cabo, rapid prototyping, local fabrication at 8,000 ft, community partnerships, dark-sky tourism, earned-media momentum, and what's coming in Gen-2 (ultralight one-person, four-season canvas A-frame with stove port, and more). If you've ever put a rainfly on by default and missed the Milky Way, this one's for you.

- August 1st, 2025



## **Episode 23 : Voices of Pantheon : Media & Compliance with Heather Allman, Sam Noble, and Tyme Ferris**

MORE INFO COMING SOON!!

- December 3rd, 2025



# Season 1 Episodes continued



**Episode 24 : Expanding Compassion in Texas with Dr. Matthew Brimberry, Founder & Medical Director, Texas Cannabis Clinic**

MORE INFO COMING SOON!!

- December 5th, 2025



**Episode 25 : MOSAIC**

MORE INFO COMING SOON!!

- December 10th, 2025



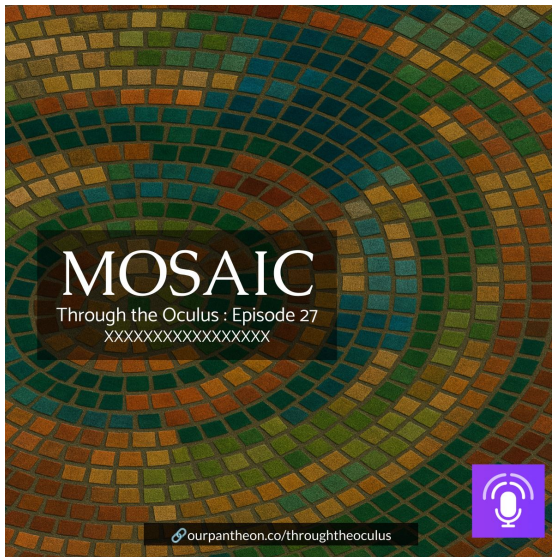
**Episode 26 : Kim Anzarut Founder & CEO of Allay Consulting LLC**

MORE INFO COMING SOON!!

- December 12th, 2025



# Season 1 Episodes continued



## Episode 27 : MOSAIC

MORE INFO COMING SOON!!

- December 17th, 2025



## Episode 28: Socrates Rosenfeld CEO & Co-Founder Jane Technologies

MORE INFO COMING SOON!!

- December 19th, 2025



## Episode 29: MOSAIC

MORE INFO COMING SOON!!

- December 24th, 2025



# Season 1 Episodes continued



## Episode 30 : Javier Moya Founder of Cloud Culture

MORE INFO COMING SOON!!

- December 26th, 2025



## Episode 31 : MOSAIC

MORE INFO COMING SOON!!

- December 31st, 2025



## Episode 1 : Tyme Ferris Founder & CEO Pantheon Collective

MORE INFO COMING SOON!!

- January 2nd, 2026



# Part of the Pantheon Ecosystem

Through the Oculus is a proud **subsidiary of Pantheon Collective**, which means every episode — and every sponsor — benefits from the extended reach of our broader ecosystem. Content and messaging are amplified not only through TTO, but also across **Pantheon Perspective, Hemp by Hephaestus, and Symposium by Pantheon**. This multi-brand exposure ensures your story or sponsorship extends beyond a single platform, touching diverse audiences across cannabis, hemp, agritourism, and sustainability.

We believe in being transparent: while Pantheon Collective is actively building its own ventures in these sectors, we maintain space to **highlight and promote other companies, even potential competitors**. Our goal is to elevate important conversations, not limit them. By participating, you gain both **added visibility** and the credibility of being featured within a platform that operates at the intersection of industry, innovation, and community.



## Multi-Channel Reach



@Through the Oculus

Episode launches, audiograms, and community updates for broader reach.



@pantheonpodcasts

Visual teasers, audiograms, behind-the-scenes, and quotes.



@PantheonThroughTheOculus

Video premieres every Monday plus audiograms and highlight clips.



[ourpantheon.co/throughtheoculus](https://ourpantheon.co/throughtheoculus)

Permanent hub with transcripts, case studies, bios, and sponsor integrations.



@through-the-oculus

Professional distribution: episode spotlights, newsletters, and guest features.



<https://bit.ly/ThroughTheOculus>

Full podcast episodes, streamed biweekly with "Now Streaming" launches.

# Online Distribution

*Through the Oculus* operates on a **biweekly release schedule**, ensuring consistent content flow without overwhelming our audience. All episodes are pre-recorded, giving us time to edit for clarity, accuracy, and polish. Episodes are typically aired in the order they were recorded, though due to our active production pipeline and growing guest roster, there may be a lag of up to 90 days between recording and release. For timely or urgent topics, we reserve the option to launch a **“Pop-Up Episode”** outside the regular schedule — ensuring our platform remains responsive to newsworthy developments while maintaining overall consistency.

## Pre-Launch Promotions



One week prior to release, we launch at least two **“Coming Soon”** teaser posts across Instagram, Facebook, and LinkedIn. Each campaign is **co-branded with the guest’s organization**, and we supply formatted, platform-ready graphics. This creates anticipation while encouraging guests and affiliates to cross-share, broadening reach and visibility.

## Launch Day Releases



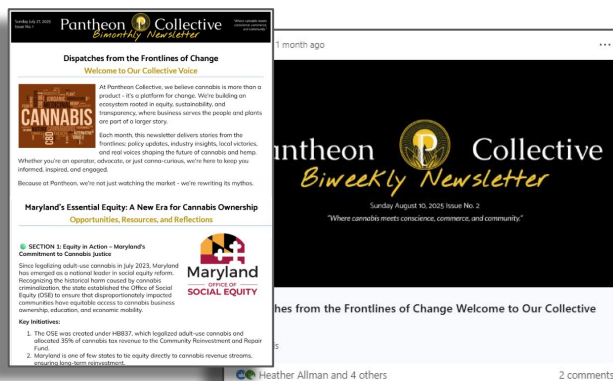
Episodes drop **every other Friday on Spotify** and debut the following **Monday on YouTube**. Launches are supported with coordinated **“Now Streaming”** posts across Instagram, Facebook, and LinkedIn, ensuring our audience and the guest’s network get an immediate spotlight.

## Post-Launch Engagement



Within **five days of release**, we distribute a branded **audiogram** featuring a standout quote from the episode. Shared across Instagram, Facebook, and LinkedIn, this post drives secondary traffic, reinforces key messages, and sustains conversation beyond launch day.

## Newsletter Integration



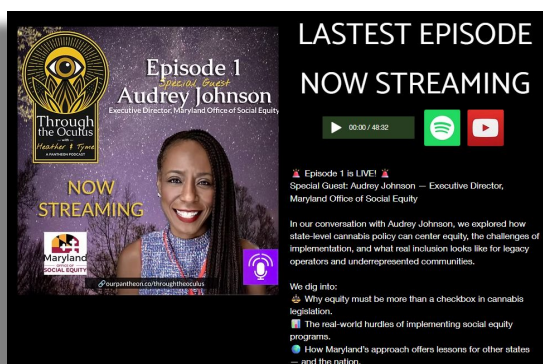
Each episode is highlighted in our **biweekly Pantheon Collective newsletter**, sent the **Sunday following release**. The newsletter features a written recap of the episode’s key themes and is distributed via LinkedIn and direct email, reaching both active listeners and professionals who prefer a quick, insightful summary.

# Website Overview

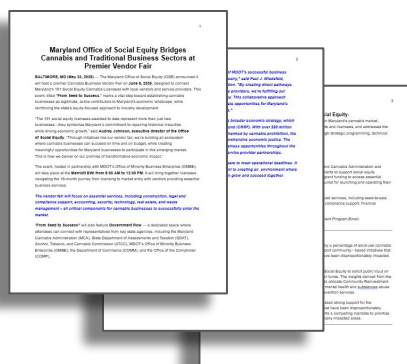
The *Through the Oculus* website is the central hub where every episode becomes a showcase. Beyond streaming, each release is anchored with bios, transcripts, reports, and branded assets, ensuring content stays evergreen and discoverable.

For sponsors and PR partners, this hub means SEO-friendly exposure and layered storytelling: interviews are reinforced with case studies, newsletters, and links to guest organizations. Every appearance becomes a lasting feature page — extending visibility and influence long after release.

## Top Placement - Launch



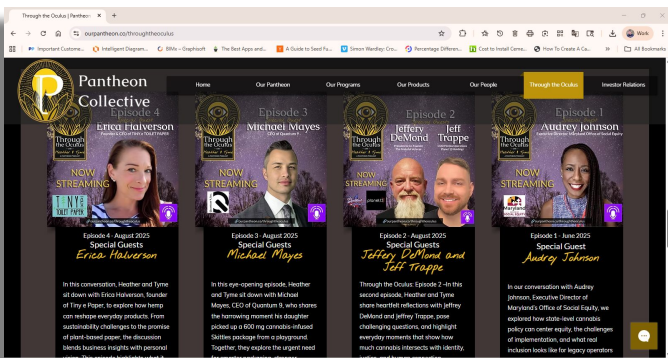
## Post-Launch Engagement



Each new episode is featured in a **“Now Streaming”** spotlight at the top of the TTO page, with a short bio of the guest and direct links to their organization. This front-and-center treatment drives visibility for both the episode and the companies we feature.

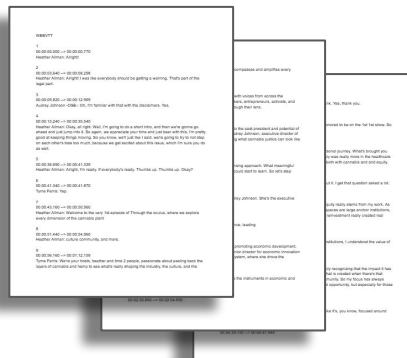
Every episode page includes a curated add-on packet: a Pantheon-drafted case study or industry report, full guest bio and company profile, supporting media from the guest, detailed show notes with links and branding, and an archive of related newsletters. This layered content transforms each episode into a lasting showcase for both guest and sponsor.

## Evergreen Archive



Our growing **episode archive** offers past interviews with consistent branding, guest company links, and clear navigation. Each archived episode continues to generate value for sponsors and guests by remaining permanently discoverable on the site.

## Transcripts



Each episode is accompanied by a **full transcript**, optimized for readability and searchability. This ensures accessibility for diverse audiences while boosting long-tail discoverability for sponsors and guest organizations alike.

# Guest Testimonials



“The Through The Oculus podcasts allows me to do the thing most needed for the cannabis industry: talk about how industrial hemp belongs in the conversation. More opportunities to highlight this side of the cannabis plant family and prove this is ONE plant, is the only thing that will make the entire plant family successful. Thank you TTO!” - **ERICA HALVERSON, FOUNDER/CEO TINY e TOILET PAPER**



“Through The Oculus podcast was a tremendous time. I’ve already worked with Heather so our chemistry is very high. Meeting Tyme and learning about Pantheon was the new experience and seeing how well they work together and include you in the conversation.

The interview wasn’t the usual just work interview. We talked about life, goals and experiences with one another — even to the point where it brought me to happy tears.

I had a great time and would recommend this podcast for people looking to meet two amazing people that have a like mind when it comes to giving people a spotlight that may not have it. It was an experience I’m glad is on camera.”

- **TIYAHNN BRYANT, FOUNDER/CEO ROULLUP LIFE INC**

## Scaling a Global Voice

Through the Oculus is more than a podcast — it’s a movement. In less than 90 days, we’ve built a cross-platform ecosystem that connects thought leaders, entrepreneurs, and policymakers from Boonville to Berlin. With each new episode, our network expands: more listeners, more shares, more international touchpoints.

The trajectory is clear: **fast-rising visibility, expanding global presence, and deeper engagement** through Pantheon Collective’s multi-channel amplification. Sponsors who align now are not just buying space in an episode — they’re becoming part of a **fast-scaling voice in cannabis and hemp media**, positioned to grow in lockstep with us as we scale into one of the industry’s leading global platforms.

# Sponsorship Packages

At Through the Oculus, we're not just producing another cannabis industry podcast — we're building a platform where stories, policy, and culture converge. Each episode brings together thought leaders, entrepreneurs, veterans, regulators, and advocates from across the U.S. and abroad to talk honestly about the challenges and opportunities shaping cannabis and hemp. Our audience isn't casual background listeners — it's decision-makers, professionals, and engaged consumers aged 35–59, the very demographic driving the market forward.

By sponsoring Through the Oculus, you're not buying ad space — you're securing a seat at the table where the cannabis conversation is actually happening. Our fast-growing base of listeners, cross-platform visibility on Spotify and YouTube, and consistent engagement funnel prove the appetite is there. Now is the time to align your brand with a voice that's trusted, bold, and unafraid to explore the real issues.

# Full Campaign Bundles

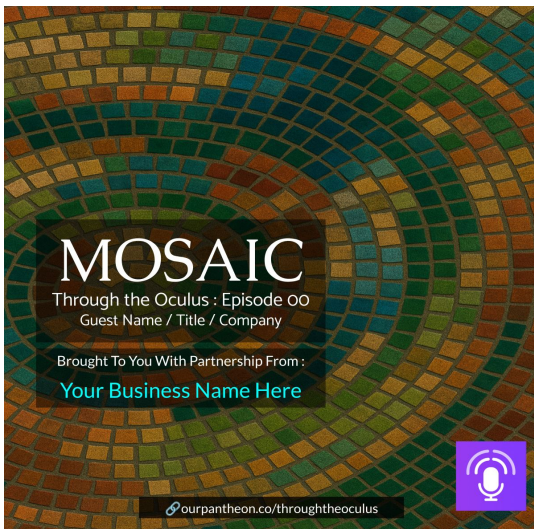


<b>BRONZE</b> \$250 / episode	<b>SILVER</b> \$750 / episode	<b>GOLD</b> \$1000 / episode	<b>PLATINUM</b> \$5000 / quarter
Pre-roll mention (AD Slot A)  Logo on episode graphics  Linked listing on the Through the Oculus webpage.	<b>All Bronze perks +</b>  Dedicated mid-roll shout-out (AD Slot B)  Inclusion in post-launch audiogram  Link in Pantheon newsletter.	All Silver perks +  Guest co-feature on social post,  Product or service highlight in newsletter  Logo on transcript and YouTube/Spotify Show Notes  Evergreen archive inclusion.	<b>All Gold perks +</b>  Custom segment integration  Full co-branding on one episode or mini-series  Year-round placement on website hub  Visibility across all Pantheon Collective channels.

# Brand Visibility Packages

These Foundational Brand Visibility Packages are designed for partners who aren't ready for a full campaign bundle from Page 16, but still want to show up consistently in the Through the Oculus ecosystem. They focus on clean, on-screen logo and name placement across episode graphics, MOSAIC shorts, and social posts—no production lift, no script approvals, just clear association with the conversation.

This tier is our most accessible entry point: a way to get in the door, test alignment with our audience, and build familiarity before stepping up into Pop-Up Packages (Page 22) or higher-touch a la carte integrations (Pages 23–25).



## Standard MOSAIC Short - \$150<sup>.00</sup> / Episode

- Name ONLY
- Instagram/Spotify: 6.5"x0.5"; font size 36; pixels 624x48
- Facebook/LinkedIn/YouTube: 4.5" x 1"; font size 23; pixels 432x96



## Standard Episode - \$300<sup>.00</sup> / Episode

- Business Name & Logo ONLY
- Instagram/Spotify: 4"x2"; font size 26; pixels 384x192
- Facebook/LinkedIn/YouTube: 4" x 1"; font size 24; pixels 384x96



**Standard Episode - Full Low -  
\$400.<sup>00</sup> / Episode**



- Customizable Design
- Instagram/Spotify: 12.25"x1.5"; font size 28; pixels 1176x144
- Facebook/LinkedIn/YouTube: 12"x1.25"; font size 24; pixels 1152x120



**Standard Episode - Half Low -  
\$275.<sup>00</sup> / Episode**



- Customizable Design
- Instagram/Spotify: 6"x1.5"; font size 28; pixels 576x144
- Facebook/LinkedIn/YouTube: 6"x1.25"; font size 24; pixels 576x120



**Standard Episode - Third Low -  
\$200.<sup>00</sup> / Episode**



- Customizable Design
- Instagram/Spotify: 4"x1.5"; font size 24; pixels 384x144
- Facebook/LinkedIn/YouTube: 4"x1.25"; font size 24; pixels 384x120



**Standard Episode - Full Right -  
\$450.<sup>00</sup> / Episode**



- Customizable Design
- Instagram/Spotify: 12.25"x1.5"; font size 28; pixels 1176x144
- Facebook/LinkedIn/YouTube: 2.5"x6"; font size 24; pixels 240x576



**Standard Episode - Half Right -  
\$315.<sup>00</sup> / Episode**



- Customizable Design
- Instagram/Spotify: 6"x1.5"; font size 28; pixels 576x144
- Facebook/LinkedIn/YouTube: 2.5"x2.5"; font size 24; pixels 240x240



**Standard Episode - Third Low -  
\$225.<sup>00</sup> / Episode**



- Customizable Design
- Instagram/Spotify: 4"x1.5"; font size 24; pixels 384x144
- Facebook/LinkedIn/YouTube: 2.5"x1.5"; font size 18; pixels 240x144

Pantheon  Collective  
*Biweekly Newsletter*

Sunday November 16, 2025 Issue No. 10

"Where cannabis meets conscience, commerce, and community."

Brought To You With Partnership From :

Your Business Name Here

Standard Issue - Full -  
\$130<sup>.00</sup> / Episode

Pantheon  Collective  
*Biweekly Newsletter*

Sunday November 16, 2025 Issue No. 10

"Where cannabis meets conscience, commerce, and community."

Brought To You With Partnership From :

Sponsor #1 Business Name Here

- Name ONLY
- Instagram/Spotify: 7.5"x0.5"; font size 36; pixels 720x48
- Facebook/LinkedIn/YouTube: 5"x0.5"; font size 26; pixels 480x48

Pantheon  Collective  
*Biweekly Newsletter*

Sunday November 16, 2025 Issue No. 10

"Where cannabis meets conscience, commerce, and community."

Brought To You With Partnership From :

Sponsor #1 Business Name Here

Sponsor #2 Business Name Here

Standard Episode - Half -  
\$120<sup>.00</sup> / Episode

Pantheon  Collective  
*Biweekly Newsletter*

Sunday November 16, 2025 Issue No. 10

"Where cannabis meets conscience, commerce, and community."

Brought To You With Partnership From :

Sponsor #1 Business Name Here

Sponsor #2 Business Name Here

- Name ONLY
- Instagram/Spotify: 7.5"x0.5"; font size 36; pixels 720x48
- Facebook/LinkedIn/YouTube: 5"x0.5"; font size 26; pixels 480x48

Pantheon  Collective  
*Biweekly Newsletter*

Sunday November 16, 2025 Issue No. 10

"Where cannabis meets conscience, commerce, and community."

Brought To You With Partnership From :

Sponsor #1 Business Name Here

Sponsor #2 Business Name Here

Sponsor #3 Business Name Here

Standard Episode - Third -  
\$100<sup>.00</sup> / Episode

Pantheon  Collective  
*Biweekly Newsletter*

Sunday November 16, 2025 Issue No. 10

"Where cannabis meets conscience, commerce, and community."

Brought To You With Partnership From :

Sponsor #1 Business Name Here

Sponsor #2 Business Name Here

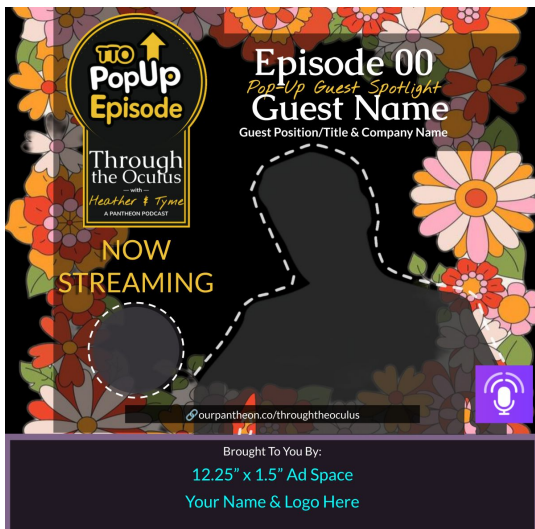
Sponsor #3 Business Name Here

- Name ONLY
- Instagram/Spotify: 7.5"x0.5"; font size 36; pixels 720x50
- Facebook/LinkedIn/YouTube: 3.5"x0.5"; font size 18; pixels 336x48

## Pop-Up Visibility Package - \$650<sup>.00</sup> / Event

- Pop-Up Branded Background
- Customizable Ad Space Design
- Pop-Up Newsletter Standard Issue - Full :  
Instagram/ Spotify/ Facebook/ LinkedIN/ YouTube

- Pop-Up Episode Standard Full-Low :  
Instagram/ Spotify/ Facebook/ LinkedIN/  
YouTube
- Pop-Up Episode Standard Full-Right :  
Facebook/ LinkedIN/ YouTube
- Standard MOSAIC Short : Instagram/ Spotify/  
Facebook/ LinkedIN/ YouTube





## Audience Engagement

Add-On	Description	Price	Ideal For
Market Research Poll	Custom 1–3 question poll (podcast, newsletter, or social). Includes aggregated results and short insights summary.	\$750	Brands seeking real market data.
Enhanced Multi-Channel Poll	Runs across all TTO and Pantheon media outlets with deeper analytics.	\$1,500	Sponsors wanting visibility + engagement.
Insight Report Upgrade	2-3 page narrative data analysis & charts.	\$500	Research-driven partners.
Listener Q&A Segment	Sponsored on-air listener question segment. Sponsor helps pick the topic.	\$400	Community-focused brands.
Giveaway / Contest Integration	TTO promotes sponsor product/service via short listener challenge.	\$600	Consumer brands, events, or retail.

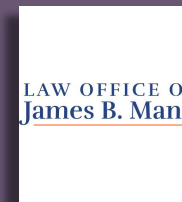
## Media Visibility

Add-On	Description	Price	Ideal For
Newsletter Feature Spotlight	Half-page spread with logo, link, and blurb in Pantheon Collective newsletter.	\$250	Regional or advocacy partners.
Full Newsletter Takeover	Sponsor logo header, CTA, and link in one issue.	\$750	Product or campaign launches.
Episode Transcript Branding	Sponsor logo and mention embedded in written transcript (evergreen archive).	\$300	SEO-driven sponsors.
Blog or Press Feature	Dedicated article highlighting sponsor's mission and industry tie-in.	\$500	Thought leadership positioning.

# Strategic Partnership

Add-On	Description	Price	Ideal For
<b>Cross-Brand Collaboration</b>	Shared production between sponsor and Pantheon brand (e.g., Hemp by Hephaestus or Symposium @ Pantheon).	<b>Custom</b>	Large-scale partners.
<b>Evergreen Archive SEO Boost</b>	Retroactive link insertions + description optimization across archives for sponsors.	<b>\$300</b>	Long-term branding.
<b>Panel or Roundtable Inclusion</b>	Sponsor joins expert discussion (audio or video).	<b>\$1,000</b>	Policy, tech, or advocacy orgs.

# Previous Partnerships



# Sponsorship Positioning

Through the Oculus with Heather & Tyme is more than a podcast — it's an intersectional platform for cannabis and hemp industry dialogue, where policy, business, equity, and culture converge. The media kit already frames TTO as part of the Pantheon Collective ecosystem, meaning every sponsor benefits from cross-channel amplification across:

- Pantheon Perspective (AUC microbusiness)
- Hemp by Hephaestus (industrial hemp)
- Symposium @ Pantheon (agritourism campus)
- Pantheon newsletters, social, and events

Sponsors aren't just buying ad slots — they're aligning with a multi-industry media ecosystem built on credibility, advocacy, and storytelling



# Sponsor Value Alignment

Sponsoring *Through the Oculus* means more than impressions — it means credibility, connection, and alignment with the values driving the future of cannabis and hemp.

## For Sponsors, That Means:

- **Credibility by Association** – Positioned alongside global thought leaders, innovators, and policymakers.
- **Value Alignment** – Your brand tied to equity, sustainability, and innovation — the themes that matter most to our audience.
- **Community Access** – Visibility with decision-makers and advocates shaping policy, industry, and culture.
- **Amplified Storytelling** – Not just an ad read, but integrated into narratives, case studies, and archives that live beyond the episode.
- **Pantheon Extension** – Additional exposure through the broader Pantheon Collective brands and networks.

# Engagement Takeaways

- ★ Double-digit monthly growth across listens, reach, and follows — building momentum with every drop.
- ★ 5-day engagement spike after each episode release, proving our listeners are active and responsive.
- ★ Multi-platform amplification: every message extends across Spotify, YouTube, LinkedIn, Instagram, Facebook, and our website [www.ourpantheon.co](http://www.ourpantheon.co).
- ★ Evergreen visibility: sponsor mentions live on through transcripts, newsletters, audiograms, and archives — not just in the episode itself.
- ★ Cross-ecosystem reach through the Pantheon Collective brands, multiplying sponsor exposure beyond the podcast audience.

## Contact Us Today



[media@ourpantheon.co](mailto:media@ourpantheon.co)



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[www.ourpantheon.co/throughtheoculus](http://www.ourpantheon.co/throughtheoculus)

