Silicon Valley
INSIDER®

SPONSORSHIP KIT / NOVEMBER 2026

Sponsorship packages

Radio, podcast and original series.



Keith Koo

Founder and host of Silicon Valley Insider.
Vice President at US Capital, an international investment bank.

Henry Finn

Co-host and producer. Founder of Unicorn Studios.
Creator, host and producer of Unicorn Tales.

Packages, prices, deliverables and partnership planning.
Current list prices in USD. Final scope is confirmed in writing.

Editorial interviews and media coverage are free for guests.
Sponsors purchase clearly disclosed paid placements.

ABOUT THE PROGRAM

The show and the team

Silicon Valley Insider is a technology media company in the San Francisco Bay Area. Founded by Keith Koo and published by Guardian Insight Group, SVIN covers AI, startups, capital and leadership through radio, podcasts, filmed interviews and original series.



Keith Koo

Founder and host

Keith is Vice President at US Capital, an international investment bank, and founder of Guardian Insight Group. Leadership roles at Cisco, HP and MUFG inform his conversations about technology, capital, governance and risk.



Henry Finn

Co-host and producer · Founder of Unicorn Studios

Henry produces SVIN Originals and co-hosts the shared series with Keith. He leads conference video coverage and creates, hosts and produces Unicorn Tales.

Coverage serves founders, operators, investors, boards and technology leaders.

Distribution

Radio: 1220 AM KDOW, Tuesdays at 6 PM Pacific; 860 AM KTRB, Saturdays at 10 AM Pacific. Podcast episodes are available through Apple Podcasts, Spotify and Podbean. Filmed interviews and event collections are published on the SVIN website.

Selected published interviews

NVIDIA / Dion Harris · Netflix / Chris Cochran · IBM / Bridget Karlin · Slack / Allan Leinwand · SAP / Jenny Dearborn · Deloitte / Beena Ammanath

Examples describe editorial interview records, with affiliations recorded at the time. Placement channels are specified for each sponsorship agreement.

Explore the programs, biographies and published work

CURRENT LIST PRICES / USD

Packages at a glance

Choose a format to discuss with the team. Timing, inventory, topic fit and final deliverables are confirmed in writing.

Package	List price (USD)	Commitment / scope
Segment sponsor	$5,000	One episode
Three-episode segment	$13,500	Three episodes
Six-episode segment	$24,000	Six episodes
Season / title sponsor	$40,000	Twelve episodes · category exclusive
Founding sponsor	From $75,000 / year	Multi-season
Host-read endorsement	$1,500 / episode	Four-episode minimum

Choosing a starting point

Episode or multi-episode support

The segment packages provide named sponsorship and host-read recognition on one, three or six episodes.

Season or founding relationship

The season package spans twelve episodes. Founding sponsorship is a multi-season relationship priced from an annual starting amount. Both include category exclusivity within the agreed scope.

Host-read endorsement

A mid-roll or post-roll endorsement carries Keith’s personal approval and endorsement. The published minimum is four episodes.

Editorial interviews and media coverage are free for guests. Sponsors purchase disclosed placements. Guest selection, questions and editorial conclusions remain with the host.

EPISODE-BASED OPTIONS

Segments and host reads

Segment sponsor

$5,000

One episode · SPON-SEG

A single-episode placement: this segment is brought to you by the partner named on air.

- One episode segment sponsorship
- Host-read sponsor recognition
- Placement identified as paid support

Three-episode segment

$13,500

Three episodes · SPON-3

Segment sponsorship across three episodes, with the same placement standard on each.

- Segment sponsorship on three episodes
- Recurring host-read recognition
- Campaign delivery reporting

Six-episode segment

$24,000

Six episodes · SPON-6

Segment sponsorship across six episodes for a longer run of named placement.

- Segment sponsorship on six episodes
- Recurring host-read recognition
- Campaign delivery reporting

Host-read endorsement

$1,500 / episode

Four-episode minimum · SPON-READ

A mid-roll or post-roll host-read. Every host read carries Keith’s personal endorsement.

- Mid- or post-roll host-read
- Four-episode minimum
- Keith’s personal endorsement on each read

Keith approves every host-read endorsement. A final agreement records the approved copy, placement, schedule, rights and reporting for the selected package.

SEASON AND MULTI-SEASON OPTIONS

Season and founding sponsors

Season / title sponsor

$40,000

Twelve episodes · category exclusive · SPON-SEASON

Season-level title association across twelve episodes, with full integration and paid category exclusivity.

- Twelve-episode season integration
- Category exclusivity included in this SKU
- Broadcast and podcast placement

The agreement identifies the series or program, the twelve-episode run, title recognition, integration and the category covered by exclusivity.

Founding sponsor

From $75,000 / year

Multi-season · SPON-FOUND

A multi-season founding relationship with category exclusivity and event presence.

- Multi-season partnership planning
- Category exclusivity
- Event presence as scoped in the SOW

The annual starting price applies to a multi-season relationship. Event presence, program selection, timing, rights and category scope are defined in the statement of work.

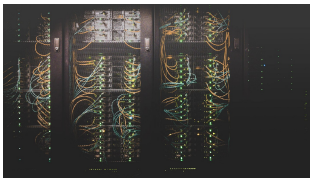
Exclusivity and custom scope

Category exclusivity is included in the season/title and founding packages. The written agreement names the category and its scope. Other package inclusions follow the selected format. Custom packages, additional content rights, speaker credits and below-list quotes require Keith’s approval.

SVIN ORIGINALS

Find the subject fit

Discuss a series aligned with your subject and audience. Inventory, timing and the selected placement are confirmed in the proposal.



Power Draw

Host: Keith Koo · Co-host and producer: Henry Finn

Chips, power, cooling, GPU utilization, data centers and financing the physical infrastructure behind AI.

Related interviews and planned episode topics on the series page



Bet the Company

Host: Keith Koo · Co-host and producer: Henry Finn

Founder decisions under pressure: pivots, pricing, layoffs, acquisition offers and the tradeoffs made with limited runway.

Related interviews and planned episode topics on the series page

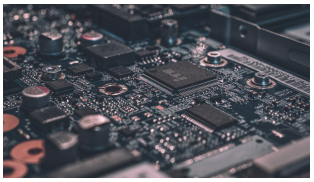


Final Terms

Host: Keith Koo · Co-host and producer: Henry Finn

Investor conviction, diligence, deal terms, strategic capital and the deals investors decline.

Related interviews and planned episode topics on the series page

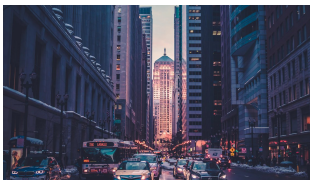


Incident Room

Host: Keith Koo · Co-host and producer: Henry Finn

Hardware trust, firmware, shared GPU clusters, confidential computing and identity for AI agents.

Planned for 2027



Unicorn Tales

Created, hosted and produced by Henry Finn

Breakout companies and the creative work behind launches, demos, founder-led content and AI video.

Planned for 2027

Unicorn Studios produces Unicorn Tales. A featured Unicorn Studios client is disclosed on air. Any sponsor appearing as an editorial guest is also disclosed.

PARTNERSHIP PLANNING

Agree the work and timing

1. Share the brief

Send your organization, audience, subject, preferred package, timing, proposed call to action and any requested rights or exclusivity.

2. Confirm the scope

The team reviews topic fit and inventory. Keith confirms package selection, pricing, permitted claims, disclosures, content rights and any custom terms.

3. Prepare and publish

The team prepares the sponsor copy and assets agreed in writing, obtains the required approvals and coordinates the contracted placements.

4. Record delivery

Record the agreed placements and publication dates. Campaign delivery reporting is included in the three- and six-episode segment packages. Any other reporting is specified in the agreement.

Payment and editorial terms

A signed statement of work and a 50% deposit reserve the engagement. The balance for media packages is due on publication. Invoices are issued through Stripe, with wire details supplied as backup.

Editorial interviews and media coverage are free for guests. Paid support and branded content are disclosed. Guest selection, questions and editorial conclusions remain with the host. Audience analytics are supplied when verified for the requested placement.

Contact the team

Partnership inquiries: info@svin.biz

Henry Finn / Production and operations: henry@svin.biz

Book a 15-minute scoping call

Full media kit and biographies

November 5, 2026 · Current SVIN sponsorship list prices in USD. The written proposal confirms availability, scope and final commercial terms.