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Sponsorship Kit

# PhilBIG SHOW

The Business of Building Places

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# — ABOUT PHILBIG SHOW

The Philippine building industry carries strong ideas, serious expertise, and real commercial energy. Many of these remain spread across separate circles, limited promotions, and disconnected channels.

PhilBIG Show was created to bring them into a stronger public platform.

The show gathers conversations, brands, people, and ideas shaping architecture, construction, real estate, design, and development. It turns these into content that is visible, relevant, and easier for the market to engage.

**PhilBIG Show exists to give the building industry a stronger platform for connection, discovery, and business presence in a fast moving digital environment.**

# WHAT THE PLATFORM PRODUCES

- ✓ Hosted interviews
- ✓ Guest conversations
- ✓ Industry roundtables
- ✓ Sponsored segments
- ✓ Brand spotlights
- ✓ Short form video cuts
- ✓ Social media content
- ✓ Website articles
- ✓ Digital feature support
- ✓ Custom sponsor campaigns



# How the platform supports sponsors

- Extends brand presence across several formats
- Builds repeated audience touchpoints
- Supports awareness and credibility
- Keeps content active beyond the first release



PhilBIG Show creates a content environment where sponsor visibility can continue through multiple channels and moments.



[www.philbigshow.com](http://www.philbigshow.com)

# WHO PAYS ATTENTION

PhilBIG Show speaks to a commercially relevant niche connected to projects, purchases, recommendations, and long term business relationships across the built environment. This makes sponsorship more meaningful for brands that want their message placed in front of people with direct market influence.



**ARCHITECTS**

**DESIGNERS**

**DEVELOPERS**

**CONTRACTORS**

**SUPPLIERS**

**MANUFACTURERS**

**CONSULTANTS**

**REAL ESTATE PROFESSIONALS**

**INVESTORS**

**DECISION MAKERS**

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# WHY SPONSORS CHOOSE PHILBIG SHOW

PhilBIG Show is built for sponsors who value strong placement, credible presentation, and audience relevance.

## 1 RELEVANT VISIBILITY

Sponsors appear in a context where the audience already values buildings, places, products, and project outcomes.

## 2 INDUSTRY CREDIBILITY

Thoughtful content can strengthen how a brand is understood and remembered.

## 3 STRONGER RECALL

Repeated placements across content formats can build familiarity over time.

## 4 THOUGHT LEADERSHIP PRESENCE

Sponsors can be associated with conversations that carry insight and industry value.

## 5 BETTER MARKET ALIGNMENT

Visibility reaches people whose work and decisions can influence actual projects.



# PARTICIPATION OPTIONS

**PhilBIG Show** offers several ways for brands, firms, and industry participants to take part depending on the kind of visibility, presence, and involvement they want to achieve.

## EPISODE SPONSOR

A practical option for brands that want to support a specific PhilBIG episode through sponsor visibility tied to the release, while keeping the production and editorial flow fully intact.

## PHILBIG FEATURE

A strong starting point for firms and brands that want to join the PhilBIG podcast and video show, share their work and thinking, and enter the wider building industry ecosystem through a dedicated feature.



## AD FEATURE

A dedicated branded video opportunity for firms, showrooms, offices, factories, studios, or retail spaces that want PhilBIG to produce a stronger story on location through walkthroughs, interviews, or host led coverage.

## ROUND TABLE PARTICIPANT



A shared discussion format for companies that want to be seen, heard, and included in an industry conversation alongside other participants within a more collective on camera setting.

## KNOWLEDGE PARTNER

An educational format for brands that want to support topic based content through thoughtful association with industry learning, insights, and non promotional discussion.

# VISIBILITY



## Possible content placements

Host acknowledgment



Sponsor mention in promotions

On screen logo visibility



Branded short form edits

Website feature support



Digital publication tie ins

Social media extensions

## Possible supporting assets

Sponsor talking points

Brand materials and logos

Product imagery

Launch messaging

Call to action links



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# FROM INQUIRY TO LAUNCH

1

## INQUIRY

A sponsor shares objectives, timeline, and area of interest.

2

## DISCOVERY

A short conversation helps define fit, scope, and direction.

3

## PACKAGE SELECTION

The most suitable package is selected based on the sponsor's goals, preferred format, and level of participation.

4

## ONBOARDING

Assets, schedules, approvals, and production details are aligned.

5

## LAUNCH

Content is produced, released, and promoted.

# LET'S SHARE & COLLABORATE

## The Business of Building Places

PhilBIG Show welcomes brands, firms, and organizations that want to contribute to a stronger and more connected Philippine building industry.

Through credible conversations, shared insights, and thoughtful visibility, the platform creates space for the community to discover people, ideas, products, services, and opportunities that can move the industry forward.

### For inquiries

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