

The Florida Buzz Sponsorship Opportunities

FOUNDING SPONSOR PROGRAM

Reach Florida travelers across a growing website and a newly launched podcast. The Florida Buzz publishes timely Florida news, original travel guides, practical theme-park tools, and the Florida Buzz: Disney podcast. Founding sponsors receive a fixed introductory rate for a full 12-month term.

Why the audience fits

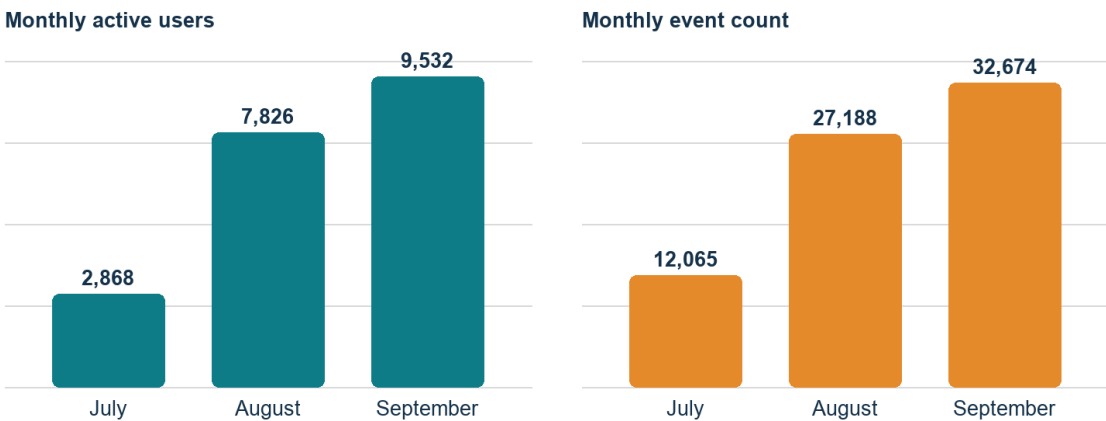
- Readers are researching Florida trips, attractions, lodging, transportation, dining, and services.
- Coverage spans theme parks, beaches, cruises, space, wildlife, events, food, travel deals, and Florida living.
- The site combines timely stories with evergreen guides and trip-planning tools, creating multiple ways for a sponsor to be discovered.
- The website has measured audience history beginning in July 2026. The Florida Buzz: Disney podcast launched separately in October 2026 and gives sponsors an audio placement alongside current park news and practical discussion.

Verified audience reporting

Total active users	Total views	Total event count
20,138	22,295	71,927

Source: Google Analytics 4, Florida Buzz web stream, July 1–September 30, 2026. Active users are GA4-reported distinct active users for the full completed-month range; totals are not the sum of monthly users. October is excluded because it is incomplete.

Audience and activity increased across every completed month



Monthly GA4 active users: 2,868 in July, 7,826 in August, and 9,532 in September. Monthly event counts: 12,065, 27,188, and 32,674. Figures are GA4-reported and have not been independently audited.

Publishing output

Total published	News articles	Evergreen guides	Last 30 days	Last 7 days
3,612	3,312	300	1,138	301

Source: Florida Buzz Posting Report shown October 14, 2026. These are publishing-volume figures, not social reach, followers, or impressions. Add platform-specific social-post totals only when the report provides them.

Annual sponsorship packages

Package	Monthly equivalent	Annual charge	Included
Supporting	\$49	\$588	Sponsor listing on website; logo and website link; sponsor recognition on podcast page; founding rate locked for 12 months
Featured	\$99	\$1,188	Everything in Supporting; website advertising placement; 2 podcast sponsor mentions per month
Premier	\$199	\$2,388	Everything in Featured; 4 podcast sponsor mentions per month; quarterly featured sponsor spotlight

All packages are purchased for one year and charged in full at checkout. The monthly figures are display equivalents only. Sponsorship does not guarantee traffic, leads, sales, or editorial coverage.

Founding sponsor standards

- Limited launch inventory protects the listener and reader experience.
- Sponsor creative is reviewed before publication. Payment does not guarantee approval of a logo, claim, link, or category.
- Paid placements and sponsor spotlights are labeled clearly. Editorial judgment remains independent.
- Missed contracted placements are replaced with mutually agreed make-good placements.
- Sponsors supply a web-ready logo, destination URL, business description, billing contact, and claim substantiation when requested.

Best fit

The program is designed for businesses that help Florida residents and visitors plan, book, enjoy, or remember their trips, including lodging, transportation, mobility and stroller rentals, groceries, restaurants, attractions, travel advisors, vacation services, and local experiences.

Interested in a founding sponsor position? Visit the sponsor page when enrollment opens or contact The Florida Buzz through TheFloridaBuzz.com. Availability is subject to review and approval.

About The Florida Buzz

The Florida Buzz is an independent Florida news, travel, and lifestyle publication owned and operated by Cartzilla LLC. It is not affiliated with, endorsed by, or sponsored by The Walt Disney Company, Universal Destinations & Experiences, SeaWorld, LEGOLAND, or any other attraction it covers.

Prepared October 14, 2026. Package details are proposed and may be revised before enrollment opens.