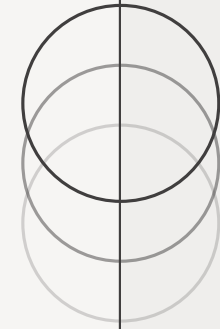


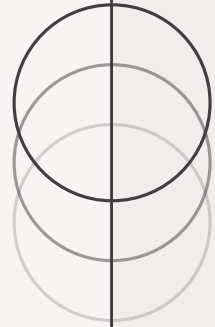
GOVCON GIANTS

JULY 2025



# ENCORE FUNDING MARKETING REPORT

PARTNERSHIP REPORT

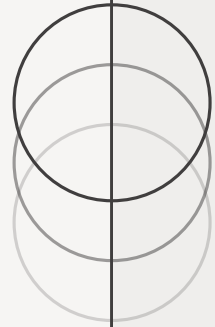


# Youtube

## Introduction

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- 2 fully sponsored videos per month (24 per year)
- Logo placement in all video intros
- Sponsor mention in all video descriptions
- 5 custom videos per annum
- Titles and themes related to popular topics

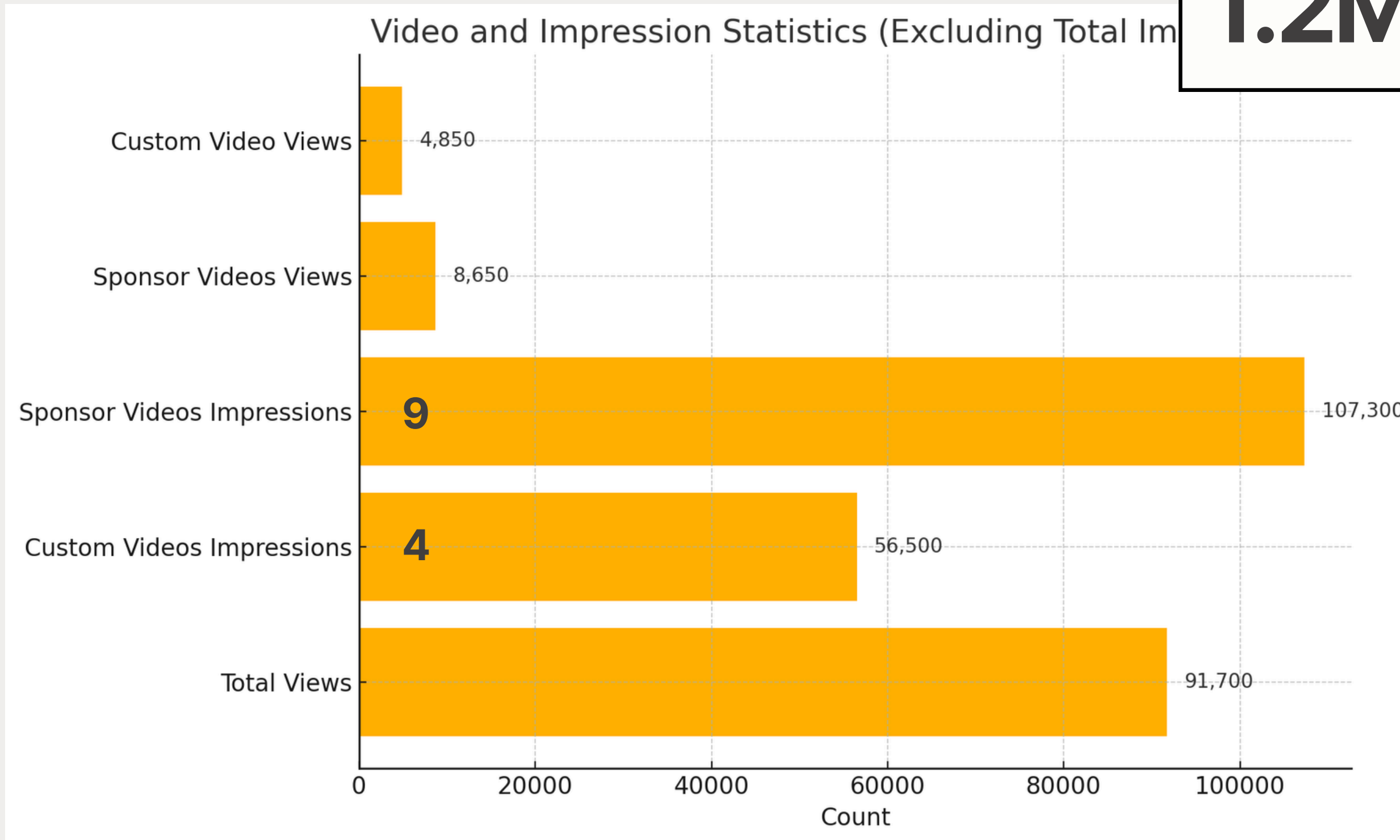


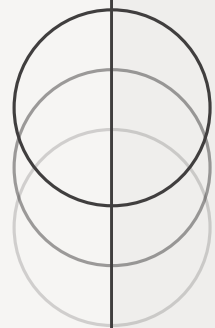
GOVCON GIANTS

JULY 2025

# Youtube/ Cross Platform

**1.2M** TOTAL  
IMPRESSIONS





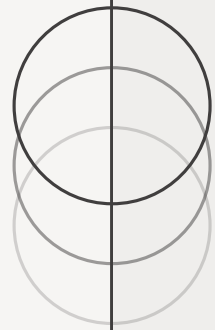
# Youtube

5 CUSTOM VIDEOS PER YEAR

**4.85K** CUSTOM VIDEO VIEWS

**56.5K** CUSTOM VIDEOS IMPRESSIONS

Youtube Video Title	Impressions	Views	Link
Bank Said NO... Then He Made MILLIONS! c	24.1K	2.2K	<a href="#">🌐 Bank Said ...</a>
Millions of dollars in funding for minority e	11.3K	1.0K	<a href="#">🌐 Millions o...</a>
How to get unlimited funding to build your	11.2K	770	<a href="#">🌐 How to ge...</a>
How I Scaled My Business with Governmer	9.9K	877	<a href="https://youtu.be">https://youtu.be</a>



# Youtube

8.65K

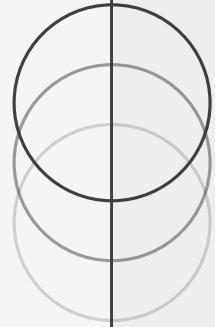
SPONSOR  
VIDEOS VIEWS

2 FULLY SPONSORED VIDEOS PER MONTH (24 PER YEAR)

107.3K

SPONSOR VIDEOS  
IMPRESSIONS

Video Title	Impressions	Views	
10 Things No One Tells You About Government Contracting	10.3K	766	<a href="https://www.youtube.com/watch?v=XKo6uoedzwk">https://www.youtube.com/watch?v=XKo6uoedzwk</a>
STOP Bidding Blind! \$1B GovCon Expert Reveals Pricing Secrets	12.4K	1.1K	<a href="https://studio.youtube.com/video/wLjAAE3Yaws/edit">https://studio.youtube.com/video/wLjAAE3Yaws/edit</a>
REJECTED 38 TIMES... Then The City Manager Called!	9.6K	780	<a href="https://youtu.be/9lCMcTe-gcA">https://youtu.be/9lCMcTe-gcA</a>
They Thought China Wouldn't Notice...	11.5K	1.2K	<a href="https://youtu.be/nUz3H7bRvRA">https://youtu.be/nUz3H7bRvRA</a>
Her First Contract Came Without Funding or Past Performance - Erica Dobbs	25.7K	2.3K	<a href="https://youtu.be/-zv8RHXN6cE">https://youtu.be/-zv8RHXN6cE</a>
World's Fastest Proposal Writer vs AI proposal writer (not ChatGPT)	14.1K	898	<a href="https://youtu.be/jJrVAr4PuJw">https://youtu.be/jJrVAr4PuJw</a>
Why Most Businesses Stall After \$1M - And How She Broke Through	11.6K	758	<a href="https://youtu.be/7OpAKA7HrX0">https://youtu.be/7OpAKA7HrX0</a>
David Rosenberg: A Day of Reckoning Is Coming — Nobody's Ready	6.9K	558	<a href="https://youtu.be/AXd1jOJxa0">https://youtu.be/AXd1jOJxa0</a>
7 Secrets to Make Your Business Sell for Millions	5.2K	288	<a href="#">🌐 7 Secrets to Make Your Busin...</a>



GOVCON GIANTS

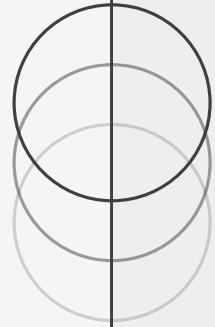
JULY 2025

# Podcast

## Introduction

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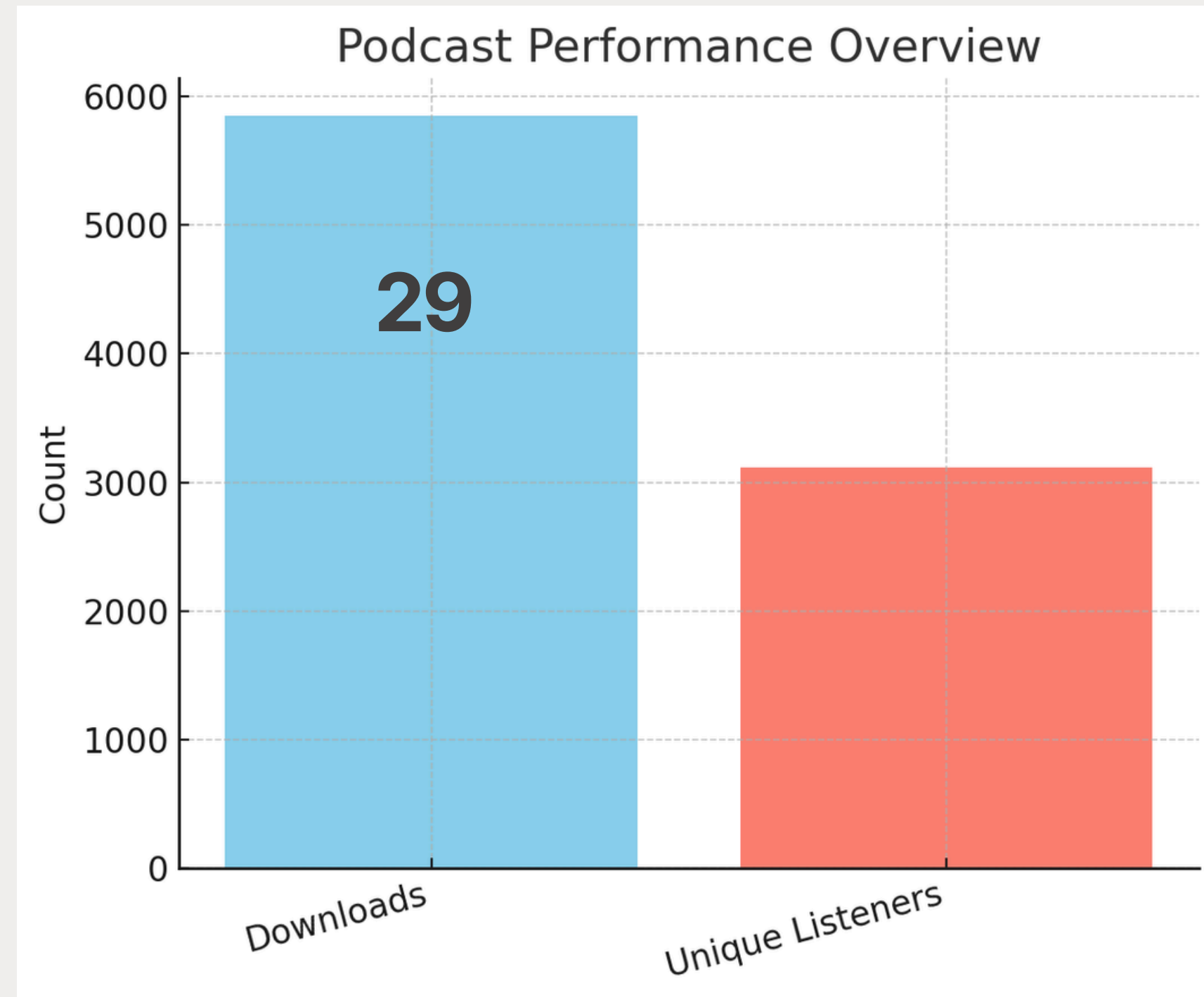
- 1 fully sponsored episode per month (12 per year)
- 30-second ad spot in all other episodes



GOVCON GIANTS

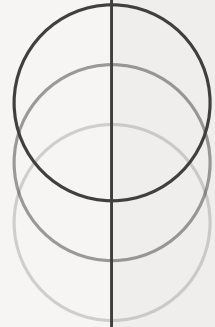
JULY 2025

# Podcast



**5,853** TOTAL  
DOWNLOADS

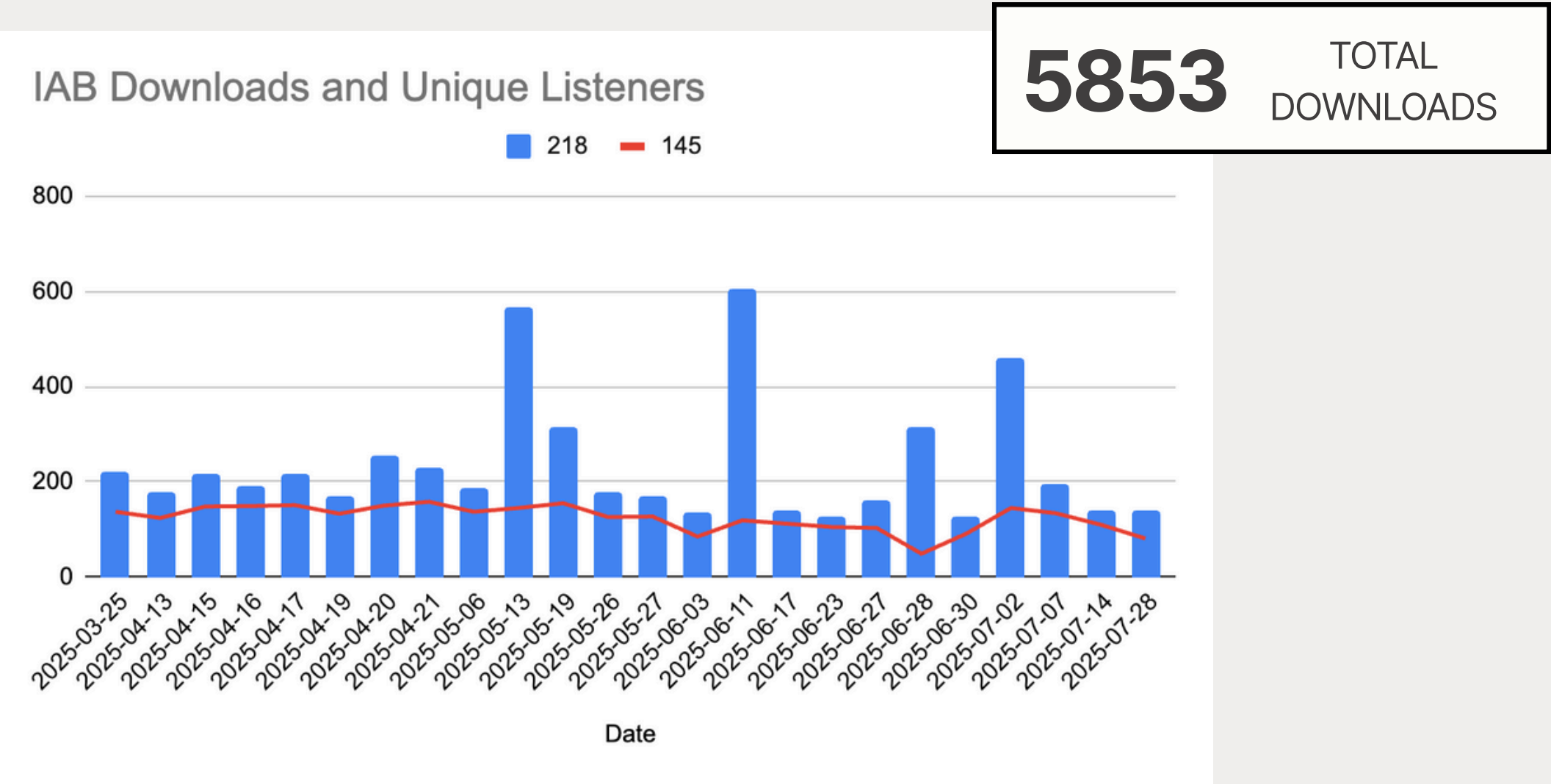
**3,119** UNIQUE  
LISTENERS



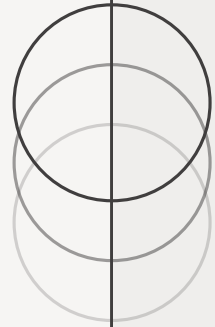
# Podcast

1 FULLY SPONSORED EPISODE PER MONTH (12 PER YEAR)

30-SECOND AD SPOT IN ALL OTHER EPISODES





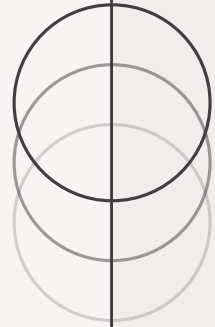


# FHC

## Introduction

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- Exclusive "Presented by" branding on community platform
- 2 sponsored webinars or workshops per month
- Permanent banner ad on community homepage



# FHC

4398

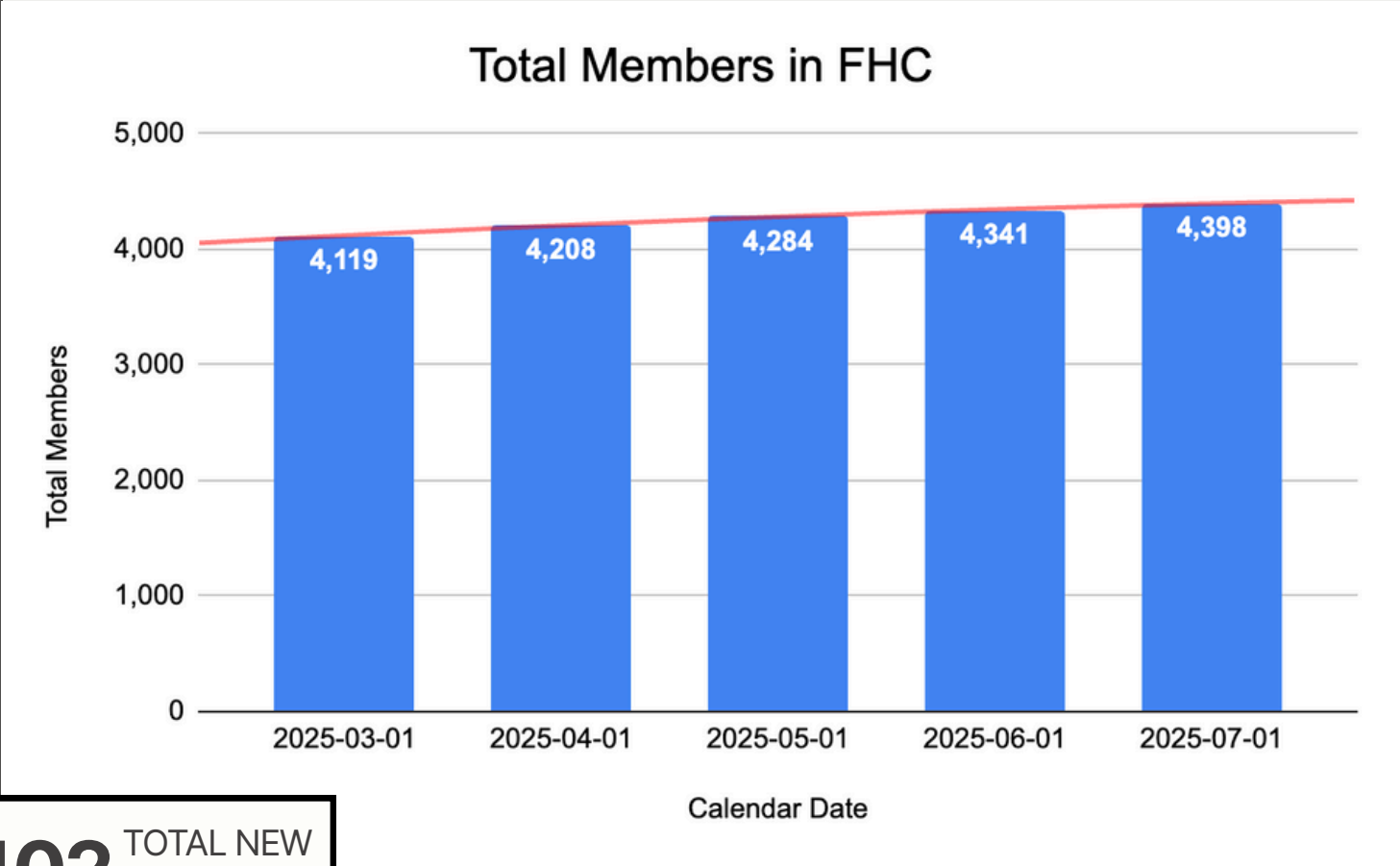
TOTAL  
MEMBERS

86

TOTAL  
WEBINAR  
ATTENDEES

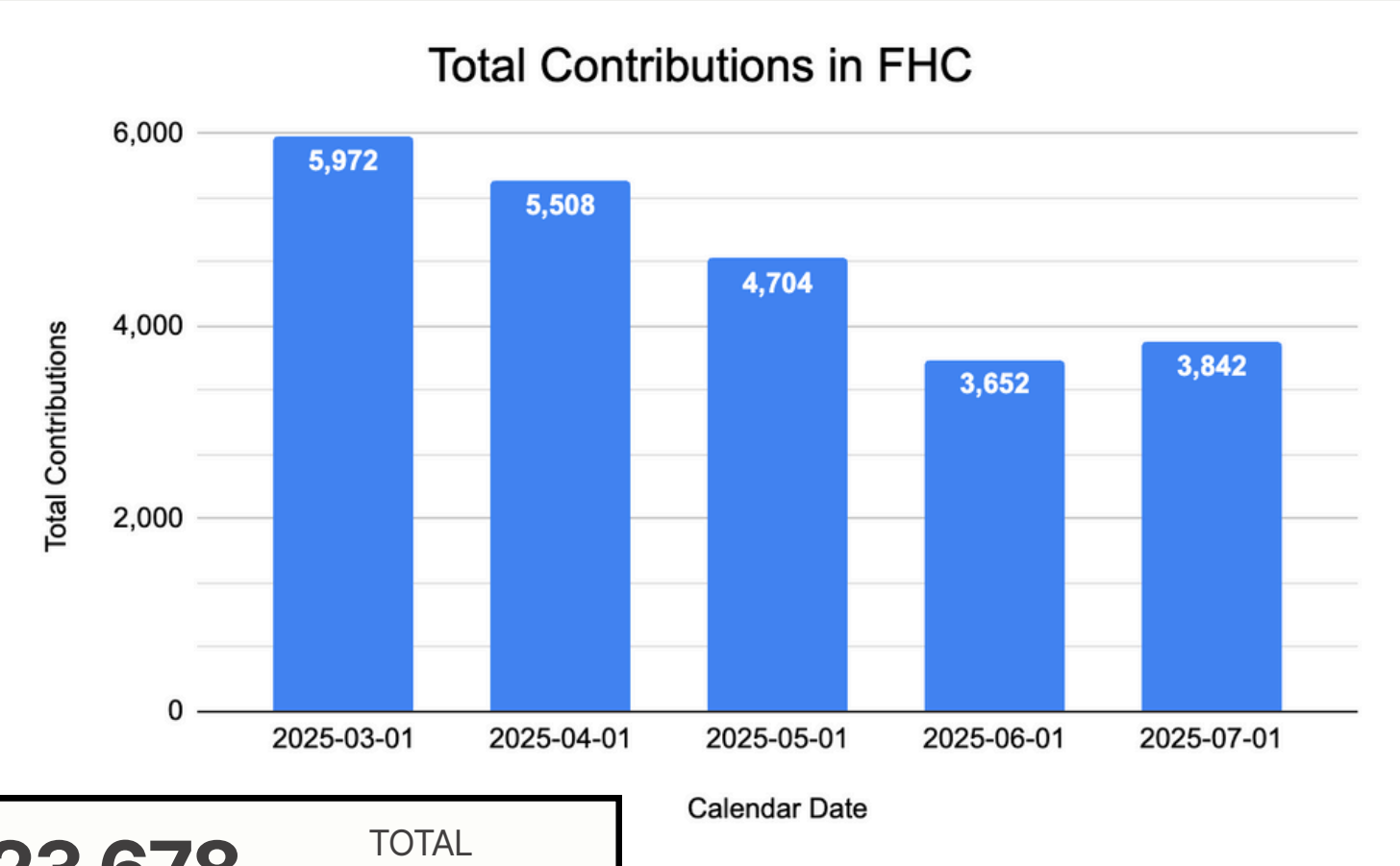
4

TOTAL  
WEBINARS



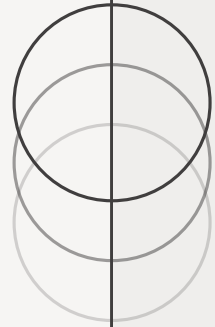
402

TOTAL NEW  
MEMBER



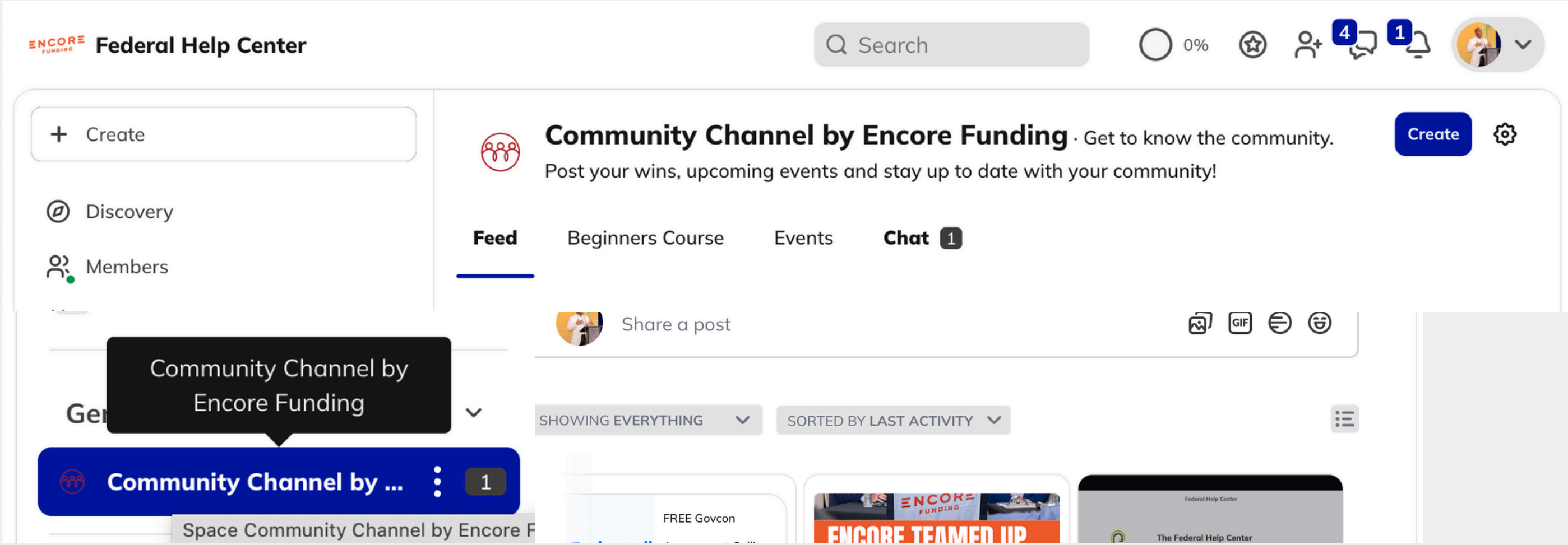
23,678

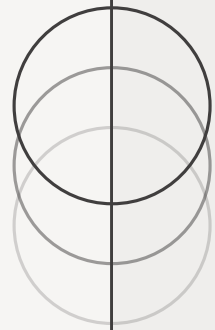
TOTAL  
CONTRIBUTIONS



# FHC

## EXCLUSIVE "PRESENTED BY" BRANDING ON COMMUNITY PLATFORM





# FHC

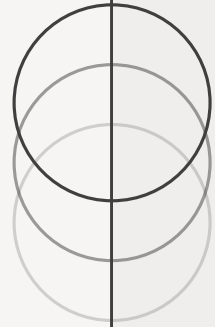
## 2 SPONSORED WEBINARS OR WORKSHOPS PER MONTH

86

TOTAL  
WEBINAR  
ATTENDEES

Date	Attendees	Chat Count
9 Apr 2025	36	87
30 Apr 2025	26	51
9 July 2025	13	15
14 July 2025	11	8

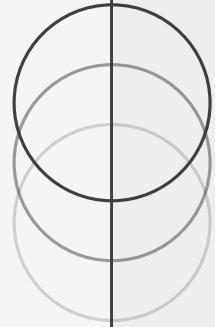
ATTENDEES LIST: [LIST](#)



# FHC

## PERMANENT BANNER AD ON COMMUNITY HOMEPAGE





GOVCON GIANTS

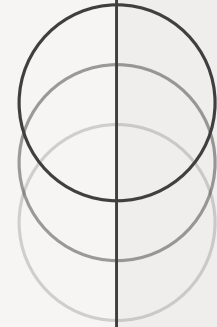
JULY 2025

# Email Marketing

## Introduction

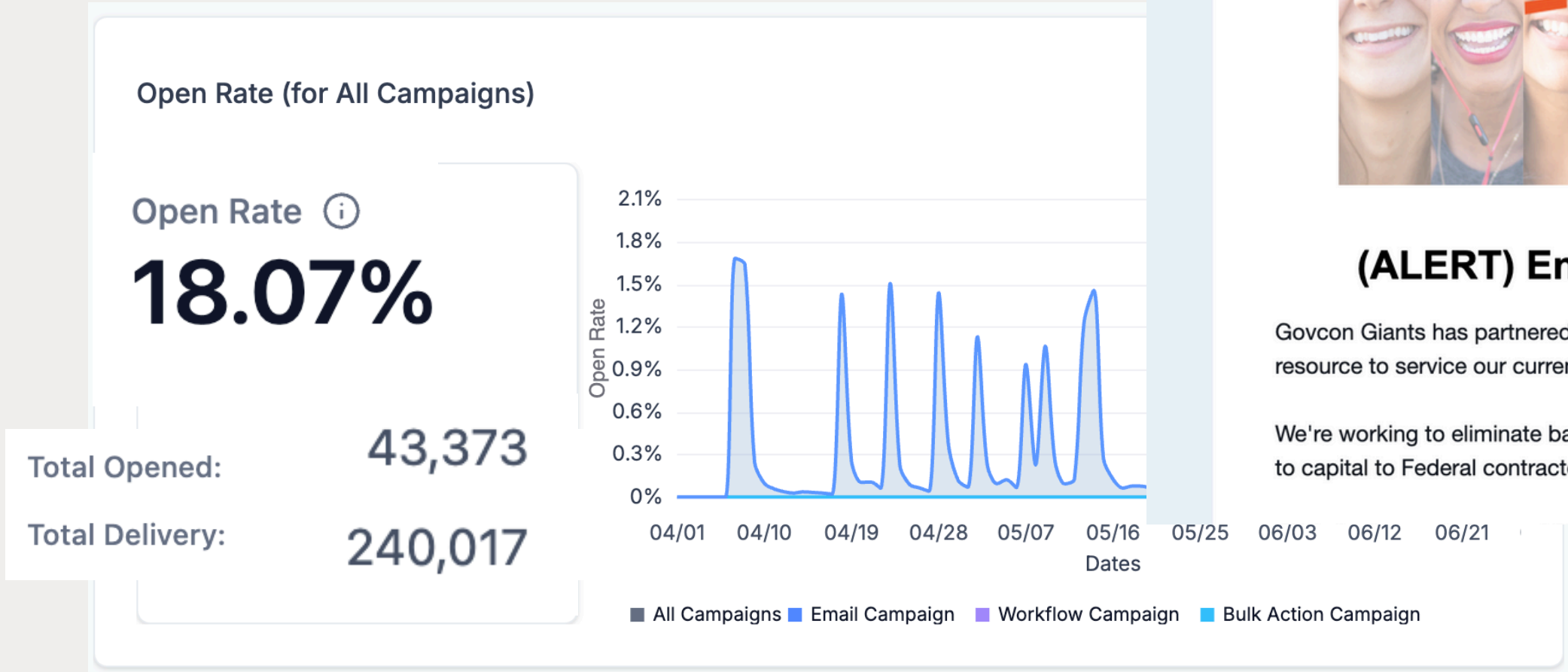
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- 1 dedicated email blast per month
- Logo placement in weekly newsletter



# Email Marketing

1 DEDICATED EMAIL BLAST PER MONTH  
LOGO PLACEMENT IN WEEKLY NEWSLETTER

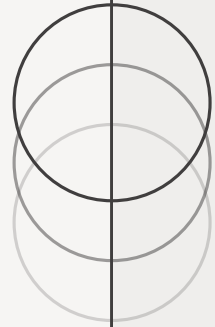


## (ALERT) Encore Funding Partnership

Govcon Giants has partnered with Encore Funding to provide an alternative funding resource to service our current members.

We're working to eliminate barriers to entry for funding and provide unlimited access to capital to Federal contractors providing services to the Federal Government!





GOVCON GIANTS

JULY 2025

# LinkedIn

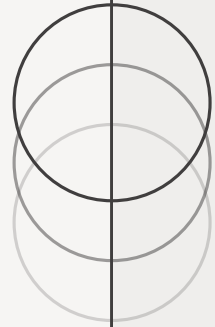
## Introduction

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- 2 sponsored posts per month
- Mention in 1 LinkedIn article per month

PARTNERSHIP REPORT





# LinkedIn

635

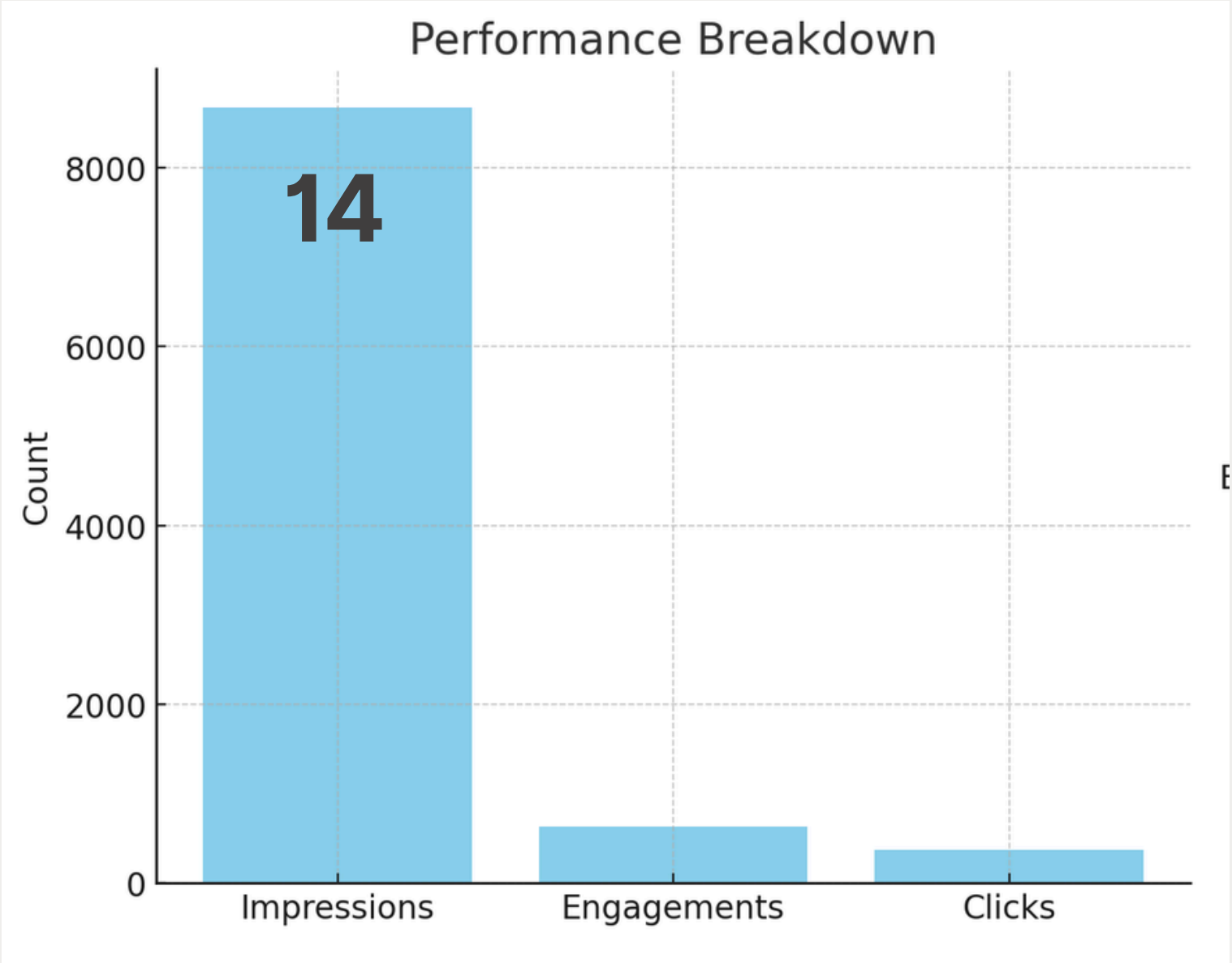
TOTAL  
ENGAGEMENTS

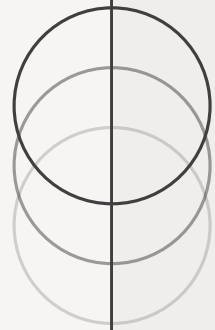
8,678

TOTAL  
IMPRESSIONS

372

TOTAL  
CLICKS

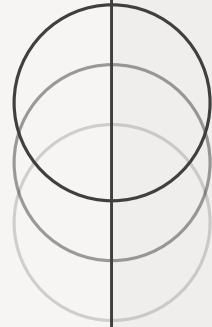




# LinkedIn










2 SPONSORED POSTS PER MONTH

Links	Engagements	Impressions	Clicks
<a href="#">🌐 “You can pay someone a lot... but y...</a>	46	467	21
<a href="#">🌐 Most banks lend money to protect ...</a>	19	354	11
<a href="#">🌐 🇺🇸 Think small businesses are just s...</a>	8	190	6
<a href="#">🌐 Joel Adelman’s favorite book?   Go...</a>	19	325	11
<a href="#">🌐 Just rolled up to Vets25 here in Orl...</a>	90	2,005	35
<a href="#">🌐 We’re excited to partner with Enco...</a>	44	364	27
<a href="#">🌐 Most small businesses don’t fail be...</a>	46	2,276	24



# LinkedIn

2 SPONSORED POSTS PER MONTH

Links	Engagements	Impressions	Clicks
  Banks Hate This Secret (But You’...	46	467	21
 EP 285: The Hidden Contract Claus...	29	351	13
  Subcontracting?   Govcon Giants	10	237	6
<a href="https://www.linkedin.com/feed/update/urn:li:activity:7353212186363658241">https://www.linkedin.com/feed/update/urn:li:activity:7353212186363658241</a>	29	349	10
 Here’s the tough part no one prepa...	35	442	10
 Struggling with cash flow delays on...	178	455	162
  Rejected... Then This Happened! ...	36	396	15