

THE CAS INSTITUTE

Almost Nowhere

A PODCAST

Focused on all things
P&C Insurance, Data Science,
Predictive Analytics, and AI

SPONSORSHIP GUIDE



WITH



MAX MARTINELLI

&

ALICIA BURKE

About the Show

Almost Nowhere is a podcast developed by the CAS Institute that explores the intersection of AI, data science, and actuarial thinking in the P&C insurance industry. Launched in February 2025, the show is hosted by Alicia Burke, iCAS Director of Portfolio & Product Development, alongside co-host Max Martinelli, Lead Actuarial Data Scientist at Akur8, with rotating guest co-hosts from across the actuarial community.

The podcast provides actuaries and technical insurance professionals with a space for in-depth, technically grounded conversations on how emerging technologies are reshaping risk management, predictive modeling, and pricing workflows.

In less than a year, Almost Nowhere has built a highly engaged audience across the United States and Canada. Episodes feature thought leaders, industry experts, and practitioners examining both challenges and opportunities at the intersection of AI, data science, and P&C insurance. Topics have included external pricing tools, catastrophe risk management, telematics, reinsurance innovation, and customer analytics. The podcast is available on all major platforms, including Apple Podcasts and Spotify.

Audience Engagement Highlights (Spotify Creator)



A 2025 Instant Hit Show

Almost Nowhere's debut season was more popular than 93% of other new shows.



A 2025 Marathon Show

Fans listened to Almost Nowhere for longer than 89% of other shows.



A 2025 Most Shared Show

Almost Nowhere received more shares than 90% of other shows

**Source: Spotify Creator analytics, 2025*



Featured Episodes & Sponsored Content

Almost Nowhere offers multiple sponsorship opportunities designed to support thoughtful, educational conversations at the intersection of actuarial science, data science, and insurance innovation. Sponsorships are structured to provide visibility while maintaining the integrity, independence, and technical depth the audience expects.

Organizations can engage through short-form advertising, sponsored episodes, or multi-episode features, depending on their goals — from brand awareness to deeper thought leadership.

For sponsors building in this space, participation offers an opportunity to engage actuaries in a forum where technology, methodology, and real-world application are discussed seriously and transparently.

Sponsorship opportunities are offered through a consistent editorial framework, with clear formats designed to support both short-form visibility and deeper, educational engagement. All sponsored content follows the same standards for preparation, clarity, and audience relevance.

Almost Nowhere has become a trusted forum for actuaries evaluating what's next.

Almost Nowhere ranked in the top

Top 20%

of podcast videos in 2025

*Source: Spotify Creator analytics, 2025



Why Participate as a Sponsor

Emerging insurance technology solutions are rapidly becoming a core component of modern actuarial pricing. As this category takes shape, actuaries are seeking clear, technically grounded explanations to understand how solutions differ and how to evaluate them responsibly.

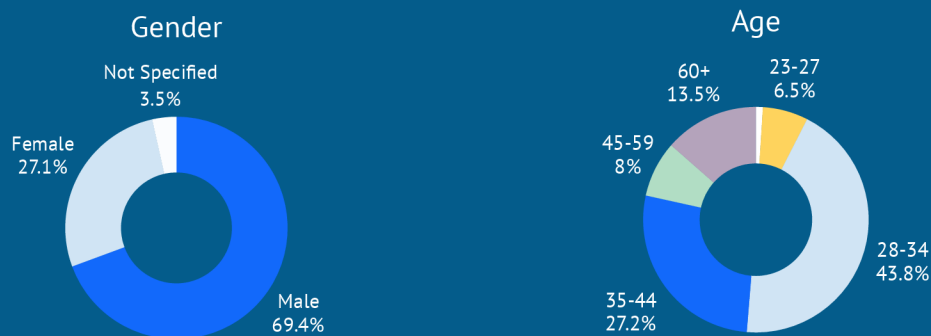
Sponsored ads and shows offer organizations a credible, structured way to engage actuaries at the point where opinions, evaluation criteria, and shortlists are being formed.

The podcast reaches professionals seeking in-depth, technical discussion on actuarial pricing, analytics, and emerging technology.

Audience & Reach

Almost Nowhere attracts a self-selected audience seeking in-depth, technical discussion of actuarial pricing, analytics, and emerging technology within the P&C insurance industry. These listeners are actively engaging with technical discussions related to pricing modernization and emerging analytics tools.

Audience Demographics



Monthly Sponsorship

Best for organizations seeking recurring brand visibility.

Monthly sponsorship provides recurring visibility across Almost Nowhere podcast episodes focused on the intersection of data science, AI, and actuarial science in the P&C insurance industry and beyond. Ideal for organizations looking for consistent visibility across multiple episodes each month.

Monthly Sponsorship

Includes:

- 30-second sponsor acknowledgment (audio), provided by the sponsor and submitted at least 10 business days prior to air
- One accompanying graphic to support the sponsor acknowledgment, provided by the sponsor and submitted at least 10 business days prior to air
- Ad placement mid-episode at a break point determined by the producer
- Placement across three or more episodes per month
- Episodes distributed across all major podcast platforms
- LinkedIn promotion with sponsor recognition and tagging

\$5,000

Interested? Email Alicia to confirm availability and next steps.



Contact:
Alicia Burke
*iCAS Director of Portfolio
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Host, Almost Nowhere*
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Sponsored Episodes

Best suited for organizations looking to engage the audience through thought leadership rather than traditional advertising.

Sponsored episodes feature a dedicated, interview-style conversation focused on the organization's approach, differentiation, and intended use cases. Episodes are hosted by Alicia Burke, with an independent content expert joining as co-host to provide additional technical perspective and support a balanced, actuarial-grade discussion. This format allows organizations the opportunity to explain their work within a structured, educational context.

**Educational sponsorship does not imply endorsement by CAS or iCAS.*

Sponsored Podcast Episode

Includes:

- One 30–60 minute episode featuring the sponsor in conversation with the hosts
- Topics reviewed and approved by iCAS to ensure content is educational and relevant
- Focus on themes related to data science, AI, and actuarial science in P&C insurance and adjacent fields
- Distribution on Apple Podcasts and Spotify
- Social media promotion at episode launch

\$6,000

Interested? Email Alicia to confirm availability and next steps.



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Host, Almost Nowhere*
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Sponsored Episodes & What to Expect

Sponsored episodes run **30–60 minutes**, including the show introduction and closing. During the interview, sponsors should be prepared to:

- Clearly differentiate their product within the market
- Articulate their value proposition and intended use cases
- Describe core markets, capabilities, and target users
- Address common actuarial questions and considerations

**Educational sponsorship does not imply endorsement by CAS or iCAS.*

Recording Format

Episodes include a video component, and sponsors may choose to use slides or live demonstrations. If visuals are used, speakers should be prepared to describe them clearly, as many listeners consume the show in audio-only format.

Sponsored Episodes

Sponsors may include **up to two speakers**, with at least one strongly encouraged to be a credentialed actuary. All messaging should be crafted with actuaries in mind — technical, practical, and grounded in real-world pricing workflows.

Rigorous & Transparent

Almost Nowhere is designed to deliver substantive educational value, not sales presentations. Educational sponsorship does not mean promotional content. Conversations are candid, technically substantive, and well-prepared. We coordinate with each sponsor in advance to align on structure, evaluation criteria, and areas of differentiation to ensure discussions are fair, informative, and free of surprises.



FAQ

Code of Conduct

Almost Nowhere will adhere to a clear Code of Conduct aligned with CAS standards for professional education and sponsorship. This includes guardrails around fairness, balanced representation, transparency, disclosure, and consistent structure. Each participating sponsor will receive the same format, the same style of questions, and the same guardrails.

Can we review episode questions in advance?

Yes. Sponsors participate in a pre-recording planning session to align on episode structure, key themes, and likely areas of discussion. Questions are rigorous but prepared — there are no surprise topics.

Who will host the episode?

Episodes are hosted by Alicia Burke, iCAS Director of Portfolio & Product Development. Sponsored episodes also include an independent content expert as co-host. This individual is selected to provide additional technical perspective and support a balanced, objective discussion without conflict of interest.

How is fairness and consistency ensured across sponsors?

Almost Nowhere follows a Code of Conduct aligned with CAS standards for professional education and sponsorship. All sponsors participate under the same format and editorial guardrails to ensure balanced representation, transparency, and consistency.

Can we reuse episode clips or content?

Yes. Sponsors receive approved clips and promotional assets and may reuse them in their own marketing and communications.

Who typically listens to Almost Nowhere?

The podcast attracts an audience interested in in-depth, technical discussion of actuarial pricing, analytics, and emerging technology within the P&C insurance industry.

Terms and Conditions

The following Educational Sponsorship Agreement (the “Agreement”) is entered into by and between the Casualty Actuarial Society (“CAS”), a Virginia nonstock corporation, and the organization identified above (the “Sponsor”). CAS provides the opportunity for businesses to sponsor educational content delivered via podcast, subject to the following terms:

Application Submission & Payment

- CAS reserves the right to refuse sponsorship at its sole discretion
- Payment is due no later than 20 days prior to the scheduled sponsored episode.
- Payment by check: The Casualty Actuarial Society, PO Box 710425, Philadelphia, PA 19171-0425
- Credit card/ACH payments can be arranged through CAS

Sponsorship Guidelines

- CAS will follow the federal guidelines that govern sponsor acknowledgments for tax-exempt organizations. Sponsor promotional spots must adhere to these standards:
- No qualitative or comparative statements
- No calls to action
- No pricing or promotional claims
- Acceptable mentions include: company name, tagline, years in business, product or service categories, and website/contact info
- CAS retains final review and approval rights for all sponsor content. CAS does not endorse or promote any sponsor or their services.

Intellectual Property and Content Use

- Sponsor grants CAS a limited license to use its logo and name for sponsor recognition
- Sponsor retains ownership of its content but grants CAS a license to use submitted audio for promotional purposes
- Sponsor consents to CAS using sponsor-submitted content, likeness, or name in podcast recordings and promotions

Content Standards

- Content must be accurate, legal, and appropriate for CAS’s audience
- CAS reserves the right to decline any sponsor content deemed unsuitable
- Sponsor warrants it holds rights to all submitted content

Termination

- Cancellation by Sponsor must be submitted in writing; no refunds will be issued - CAS may terminate this agreement if Sponsor fails to meet payment or content standards
- CAS may remove any promotional content from published episodes if deemed necessary

Waiver and Indemnification

- Sponsor waives any claims against CAS for errors, omissions, or decisions related to content inclusion
- Sponsor agrees to indemnify CAS against claims arising from its content or conduct

Force Majeure

- If unforeseen circumstances prevent CAS from airing scheduled episodes, CAS may adjust the sponsorship or refund remaining fees proportionately.

Interested? Email Alicia to confirm availability and next steps.



Contact:

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