

Understanding the basic types of YouTube sponsorships available is the first step to building a campaign that resonates.

Sponsorship Type	Best For	Engagement Level	Integration Style	Flexibility	Performance
Pre-Roll	Quick brand intro, cost-effective awareness	Low - Moderate	Creator shout - out before content starts	Moderate	Brand Awareness
Mid Roll	Focused Attention & Natural pacing	High	Organic mid video slot rinning approx. 30 -60 seconds	Low - Moderate	Reach & Engagement
Full Integration	Brand Storytelling	Very High	Product woven into core content or theme	Low	Brand Lift & Longtail Engagement
Dedicated Video	High-investment campaigns, complex messaging	Very High	Entire video focused on brand or product	Low	Product Education & Audience Trust
Shorts & Community Tab	Shorts or Community tab posts that can extend reach and engagement.	Variable	Pinned	High	Mobile Driven Campaigns

If you want to build your own creator strategy, or contemplating whether YouTube sponsorships align with your brand's objectives and budget, we can help.

