Proudly Said



SUPPORT LGBTQ+ VOICES

Sponsorship & Partnership Opportunities

What is Proudly Said?

Proudly Said is a video podcast that focuses on telling the every day stories of the LGBTQ+ community - hearing the voices of those from within it.

The podcast is recorded on a smart phone with hand held mics, and is purposefully filmed in a location of the guests' choosing - the location becoming part of the story, a safe space, which is something so important to the community.

It's independently produced and created, and is giving the community a voice to be heard.



WHY SPONSOR PROUDLY SAID?

Sponsoring, and supporting, Proudly Said means:

- **Associating with authentic LGBTQ+ storytelling**
- **Supporting an independent creative project**
- **Connecting your brand to conversations that matter**

Proudly Said is a growing platform which is already receiving critical acclaim, award nominations and attracting guests who want to share their story through the platform.

Partnering with Proudly Said will ensure these important conversations continue





WHY PROUDLY SAID EXISTS

Proudly Said was created to:

- **Platform LGBTQ+ voices often missing from mainstream media**
- **Explore identity, resilience, joy, and challenge**
- **Create conversations that audiences don't just watch, but feel**

The show values authenticity and community, and simply invites audiences to become part of the conversation they are listening to.

> A vital piece of queer history being captured. Diverse, important, and full of joy, escape, and love. I'm proud to be part of Proudly Said.
>
> - Thomas Hartley



WHO'S BEHIND PROUDLY SAID

Proudly Said is created and hosted by John Hyland, an LGBTQ+ activist and creative.



- **15+ years active in LGBTQ+ advocacy**
- **Former Liverpool Pride co-chair, and co-founder of LCR Pride Foundation**
- **Established content creator who has always worked to connect others and amplify voices**

Utilising a solid back catalogue of previously shot interview footage, Proudly Said founder, John utilised his extensive production skills to kick start the project due to popular demand.

And thus Proudly Said was born.

SPONSORSHIPS

Rates reflect independent production and meaningful engagement.

Episode Sponsor - £250

Ideal for brands wanting to support a specific conversation or guest.

- Verbal sponsor credit at the start of the episode
- Sponsor mention in episode description
- Sponsor thank-you across social platforms

Monthly Partner - £750

Branding across a full run of episodes within the month, with consistent visibility and deeper audience association.

- Visibility across 4 episodes
- Consistent verbal mentions
- Social posts during the series
- Stronger brand association with the show's themes

Values Partner - from £1,500

A tailored partnership aligned with shared values, themes, or communities.

- Tailored partnerships aligned with specific topics or communities
- Opportunity for deeper collaboration
- Ideal for ethical brands, social enterprises, and purpose-led businesses

Custom packages are available.

All partnerships are approached thoughtfully, with care for guests, audiences, and shared values.

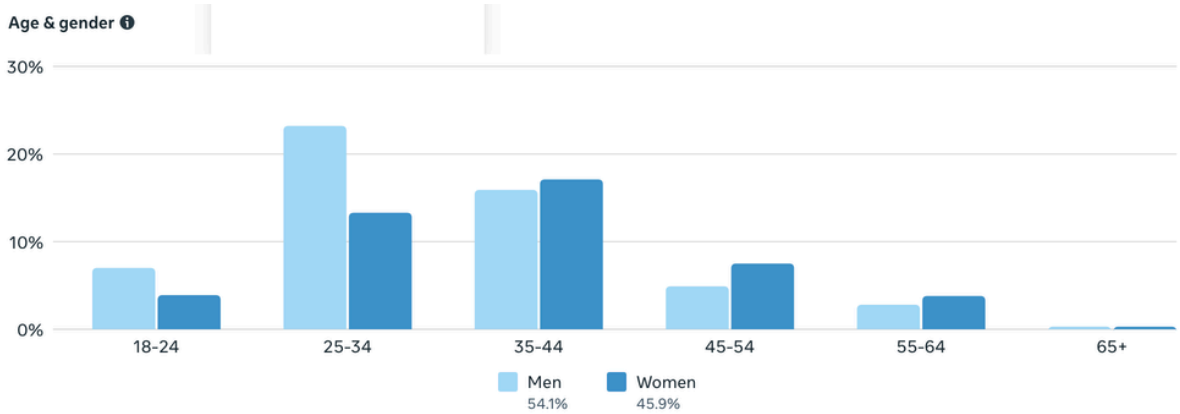
hey@proudlysaid.co.uk | ProudlySaid.co.uk

THE AUDIENCE

Proudly Said reaches an engaged audience, across podcasting platforms and social media:

- **LGBTQ+ people and allies**
- **18–45 core demographic**
- **Strong reach within Liverpool City Region, with growing national visibility**

This is an audience that listens & shares content, with particular focus on guest connections.



Instagram audience | Source: Meta Business Suite

Audiences listen across platforms, but most notably **Apple Podcasts** and **Spotify**.

Video content is seen across **YouTube**, **Spotify**, **TikTok** and **Instagram Reels**.

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THE AUDIENCE

Prospective partners can see an up to date performance summary from Proudly Said's hosting platform, Captivate, HERE.

Instagram:

Views breakdown

24 Jan - 20 Feb

Total

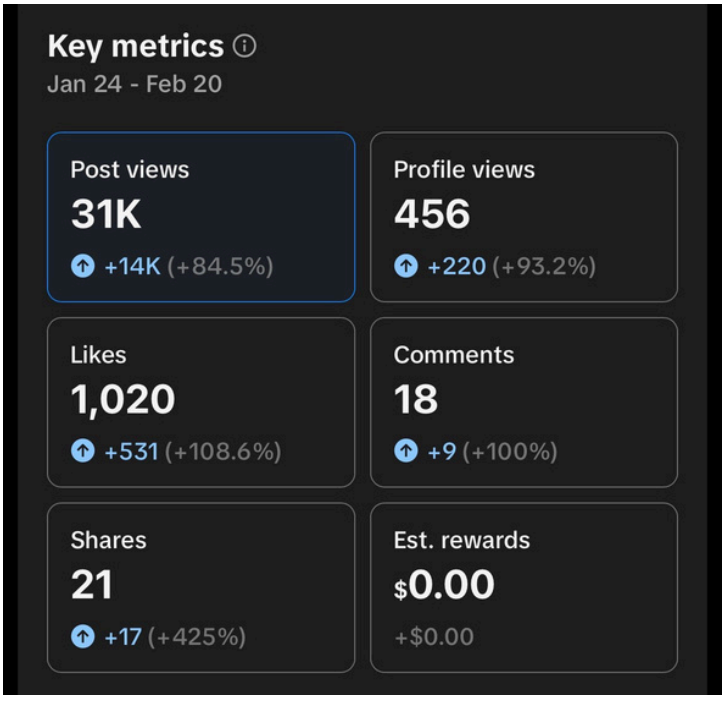
147,113 ↑ 55.7%

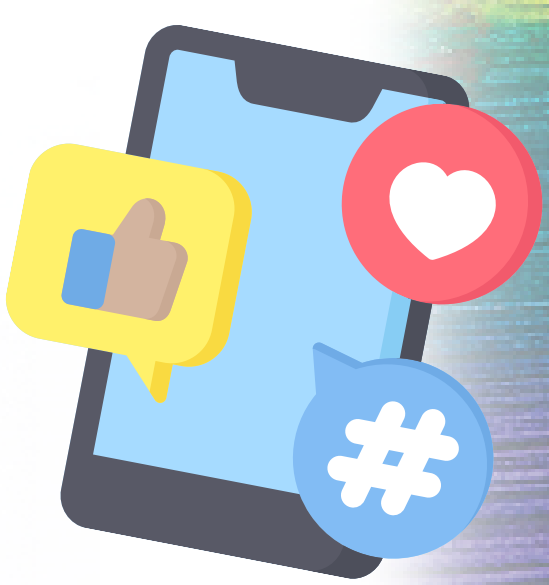
From organic

147,099 ↑ 56.1%

> "Proudly Said is a beacon for Liverpool's queer community. It captures local gay culture, the people behind it, and what's happening now and next. That's its power."
>
> - Weavin' Steven

TikTok:





LET'S TALK

If your brand believes in:

- **LGBTQ+ visibility**
- **Authentic storytelling**
- **Supporting creative voices**

We'd love to talk.

Contact:

John Hyland
hey@proudlysaid.co.uk
@ProudlySaid

> Proudly Said made me feel seen by our community. Since appearing, it's opened doors to new collaborations, conversations, and real opportunities.
> - Alabama Whirley

