



THE<sup>®</sup>  
*Inde*pendent  
SPOUSE

PODCAST  
SPONSORSHIP  
OPPORTUNITY 2024



# **THE GOAL**

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TO **CONNECT YOUR BUSINESS**  
WITH AN **EXCLUSIVE** NETWORK  
OF **MILITARY SPOUSES**,  
SHARING YOUR MESSAGING  
WHILST **SHOWING SUPPORT TO**  
**THE ARMED FORCES COMMUNITY.**



# THE *Milspod* BUSINESS NETWORK

TO SUPPORT,  
PROMOTE & UNITE  
THE BUSINESSES OF  
UK MILITARY SPOS  
THROUGHOUT THE  
WORLD BY PROVIDING  
CONSISTENT, RELIABLE,  
TRUSTED & INSPIRING  
COMMUNICATIONS  
& BUSINESS  
OPPORTUNITIES.



1,400 WORLDWIDE  
MEMBERS

LARGEST UK BUSINESS  
DIRECTORY OF SERVING  
PARTNERS

PRIME MINISTER'S  
POINTS OF LIGHT AWARD

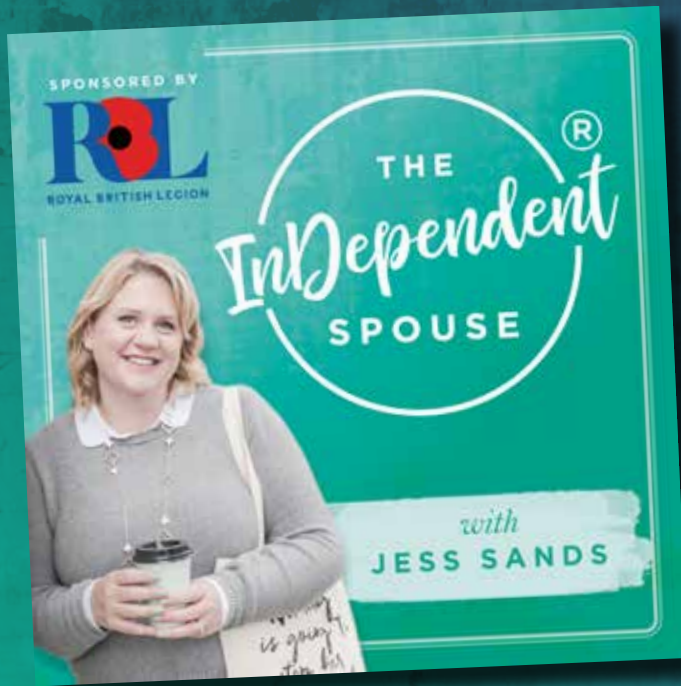
CELEBRATING FORCES  
FAMILIES AWARD  
ORGANISER

MEMBER OF MOD'S  
PARTNER EMPLOYMENT  
STEERING GROUP

SILVER ARMED FORCES  
COVENANT AWARD  
HOLDER



# A PODCAST FROM MILSPO



**A CHANCE FOR  
MILITARY FAMILIES  
TO HEAR FROM  
OTHERS WALKING  
IN THEIR SHOES.**

Now in its 5th series, The InDependent Spouse® **highlights inspirational stories and people doing incredible things within the Milspo community.**

It's a personal **connection** to other serving families. It aims to **reduce isolation** - *a common issue amongst the families of our Armed Forces personnel* and **encourage** military spouses and partners to pursue their own goals whilst navigating the challenges of military life.

It's **inclusive** - there is no rank structure, branches or cliques here, just a supportive hug and a feeling of *"yeah I've been there"*.



# WE'VE GONE GLOBAL...

The inDependent Spouse has had over **18,000 downloads**.

Available on Apple Podcast, Spotify and everywhere you get your podcasts, we connect spouses and partners **worldwide**.

We're listened to in the **UK, Germany, Cyprus, Oman and beyond**



**60 STORIES**  
*from the community*



*Over*  
**19,500**  
*downloads*



*listeners in*  
**13 COUNTRIES**  
*worldwide*





# THE OPPORTUNITY

As sponsor of The inDependent Spouse, you too **can speak directly to this resilient, supportive and fiercely loyal community.**

We'll share your key messaging through a combination of **spoken and produced credits.**

You'll be **aligning your brand with the armed forces world and showing your support for serving families throughout the UK and beyond.**





# CREDITS

**3 x produced**  
ten second  
credits  
per episode

**1 x presenter**  
**led** credit per  
episode

**10 x episodes**



**TOTAL**  
**40 CREDITS**

Presenter led credits offer a **powerful opportunity** to weave **YOUR brand** into the podcast. The content will be discussed the podcast editor prior to recording, with the option to refresh the key messaging each episode.

**Episodes will be released weekly.**







# DIGITAL

**2 x social media posts per week**  
promoting each new episode, highlighting you as  
sponsor and tagging your own social channels.

**3 x social posts over the course of the series**  
including information about you  
and your key messaging.

## MILSPO CURRENT STATS



**1.4K**  
**FACEBOOK**  
**GROUP**



**1.4K**  
**FACEBOOK**  
**PAGE**



**1.8K**  
**INSTAGRAM**  
**FOLLOWERS**



✕ mail to : [hello@milspo.co.uk](mailto:hello@milspo.co.uk)

“Had it not been for the Independent Spouse podcast, **I wouldn't have started my business.**

It encouraged me to transition from my 16-year teaching career to set it up. Since taking this leap, I have continued to listen to the podcast weekly and love the diversity that spouses offer. It is such a rewarding network to be part of, and through the **podcast**, I can make new connections weekly and know that people understand the sometimes ‘tricky’ life we live as spouses.”

✕ mail to : [hello@milspo.co.uk](mailto:hello@milspo.co.uk)

“When Jess interviewed me for the independent spouse podcast, I was still very much in the imposter syndrome and **‘I'm just an army wife’** phase of my business.

Having that interview and listening to everyone else's has **inspired me to make the business what it is today.** It's made me feel that I'm not just a wife, and there's so many **amazing Milspo's out there whose voices and stories still need to be heard.**”

# WHAT OUR LISTENERS SAY...



# INVESTMENT

£10,000

## INCLUDES:

**Exclusive sponsorship of 10 episodes.**

**40 credits** - produced and presenter led

**Branded social posts** on all digital platforms

Alignment with a **trusted brand at the heart of the Armed Forces Community.**

We're offering this opportunity to a *select group* of organisations like you who parallel the *ethos of Milspo*. With a new emphasis on the importance of military spouses within the Covenant criteria, we see this as a unique way to *help you directly support that part of the Armed Forces Community*. It also provides an excellent opportunity for you to *demonstrate your commitment* and support your application for further awards. Plus, it gives you *unique access* to our membership of business leaders who share decision making responsibilities with their serving partners.



# ANY QUESTIONS?

We'd love for you to join us with this  
exciting opportunity.

If you have any questions,  
please email **[hello@milspo.co.uk](mailto:hello@milspo.co.uk)**

